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Report to City of Norman Finance Committee – February 1, 2022

As always, we begin with gratitude for the partnership with the City of Norman that allows us to provide community arts programming in this beautiful, historic Norman landmark. We have a vision to create community through shared artistic experiences and our space in The Depot allows us to do that.

The Depot is thrilled to continue its partnership with the City of Norman to assist in the care of Amtrak's Heartland Flyer passenger train and to care for the Depot. We believe that the programming we provide through the stewardship of this structure on the National Registry of Historic Places not only aids the growth of Downtown Norman and supports its designation as a cultural district by the Oklahoma Arts Council, but promotes a strong and healthy community and makes Norman a great place to live and visit.

For the previous fiscal year, funds in the amount of \$5,000 were disbursed to The Depot to assist in providing services to Amtrak's Heartland Flyer passengers. Numbers have been a bit lower since the pandemic hit, but are coming back strong. We served exactly 4,185 train passengers during the calendar year 2021, but over 820 in January of 2022. The Depot provides hospitality to train riders and other guests Monday to Friday from 8am to 9am, when the train departs. We provide a waiting space, coffee, and Amtrak information services during all our operating hours. This function is served with the assistance of extraordinary and dedicated volunteers, with all materials and supplies provided by the The Depot. In addition, our staff receives daily visitors and phone calls from potential Amtrak customers looking for travel information.

Numbers are increasing again for AMTRAK as are our costs associated with hosting passengers in person due to the cleaning and supplies required due to COVID. We appreciate this opportunity to update you on our activities as we care for this historic building and fulfill a contract on behalf of the City of Norman.

Thank you for your consideration of our funding request, and for the opportunity to continue to serve our community,

Shari Jackson
Executive Director
The Depot

USE OF CITY FUNDING (FY 20-21)

Staffing: \$3600

Our Events Coordinators time is spent arranging and communicating with train volunteers, staffing hours, providing information for prospective train customers in person or by phone.

Supplies: \$319.47

Cleaning supplies, masks, hand sanitizer, etc, to maintain a safe environment. You will note that this amount is lower than previous years as we stopped coffee service for several months.

Printing: \$50

Printing of AMTRAK schedules for guests

Maintenance: \$2600

Weekly deep cleans.

TOTAL: \$6569.47

REQUEST FOR FISCAL YEAR 2022-2023

AMTRAK SERVICES: \$6500.00

We request \$6500.00 to continue to fulfill the contract between the City of Norman and AMTRAK to provide services to the train customers.

FACILITY SUPPORT: \$600

Security \$600 – The Depot installed and has maintained a security/alarm system for the last 17 years. Respectfully, we ask that you consider this small request to help us maintain the security for this City-owned community treasure.

TOTAL CASH SUPPORT REQUEST: \$5600

REVENUE GENERATED TO COVER ADMINISTRATIVE COSTS

The pandemic has had a devastating impact on our ability to generate revenue by providing the space as a rental venue for social gatherings, which still remain unadvisable. Our ticketed programming was halted as well. We have been fortunate to have two extremely successful membership drives and donations have helped us maintain our financial stability. We are pleased to note that in the last few months we are seeing a rapid increase in the number of requests to rent the Depot.

RENTAL REVENUE: \$27,273 (a nearly 75% decrease from pre-pandemic numbers)

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

\$125/hour Friday/Saturday

\$100/hour Sunday-Thursday

Rentals are a minimum of two hours and incur an additional \$50 cleaning fee.

Rental revenue covered 15% of our administrative overhead. Commissions on art shown from our Gallery Shows covered another 15%, and the other administrative costs are covered by grants, membership, corporate and individual giving, and fundraisers.

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 very proud of the way we have responded to the pandemic during the current year, and shifted our programming, fundraising, and events to continue to maintain a healthy organization that continues to innovate to serve our community. We appreciate the partnership, and your support.

Thank you for your consideration.