



Board of Trustees

Michael Duncan – President

Signatory & Can Authorize Expenditures

200 S. Jones Avenue

Norman, OK 73069

mdead@aol.com

1st Term ends 06/30/24

Celia Monroe – Vice-President

200 S. Jones Avenue

Norman, OK 73069

celiamonroemusic@gmail.com

1st Term ends 06/30/24

Jade Gifford

200 S. Jones Avenue

Norman, OK 73069

jadecrgifford@gmail.com

1st Term ends 06/30/2025

Keath Reames

200 S. Jones Avenue

Norman, OK 73069

1st Term ends 06/30/2025

Julianna Brannum

200 S. Jones Avenue

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jbrannum@gmail.com

1st term ends 06/30/2026

Cristela Carrizales

200 S. Jones Avenue

Norman, Ok 73069

cristela.carrizales@gmail.com

1st term ends 06/30/2026

Staff Members

Shari Jackson, Executive Director
Signatory and can Authorize Expenditures
Prepares financial reports and budget
1200 Caddell Lane
Norman, OK 73069
shari@normandepot.org

Danielle Tipton, Events Director
Signatory and maintains books
200 S. Jones
Norman, OK 73069
danielle@normandepot.org

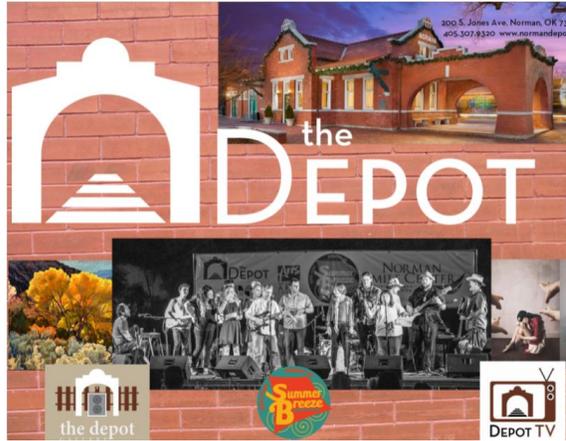
Hourly Staff:
Kassie Carroll
kassie@normandepot.org

Joy Andrews
joy@normandepot.org



Narrative of 2022-2023 Annual Activities
Prepared for Norman Parks & Recreation Board

We are Music
We are Art
We are Poetry
We are Community



Our mission, VISION & Values
*OUR VISION: A community connected
through shared artistic experiences*

*OUR MISSION: to create, curate, and present quality arts programs to connect
and enrich our community*

*OUR VALUES: Community,
Creativity, Inclusion, Representation, Intentionality, Quality*

We are Music

The Depot produces Norman's beloved Summer Breeze Concert Series in Lion's Park every summer where around 2,000 of our neighbors bring a picnic and we bring the band. We are also a fantastic listening room for our Depot Concerts featuring the best in touring and local music.

TOTAL AUDIENCES FOR MUSIC: 26,000 (includes Summer Breeze, Concert Attendees, and the over 5,000 views of our Depot TV videos on YouTube and Facebook)



Summer Breeze - In 2023, we entertained our audiences with incredible concerts from local bands Nia Mone, stepmom, King Cabbage Brass Band, Tequila Songbirds (with guest John Calvin Abney), Jaimee Harris (a favorite of the Woody Guthrie Folk Festival, Finite Galaxy and the latest in our Homegrown series curated by local legend Terry "Buffalo" Ware.

This series continued to draw huge crowds of people of all ages and diverse musical preferences. Lion's Park is the perfect concert venue and we love the partnership with the City of Norman Parks and Recreation department. The park is always ready for us and we appreciate the support with power, trash receptacles and trash service. Our Summer Breeze Green Team, which helps collect and transport recyclables from the parks for each concert, has less work to do each year as audiences learn to take home their own trash. We have dramatically reduced the waste left for pickup at each concert. We believe this exemplary behavior and collaborative partnership is an expression of their appreciation for the high quality music and friendly family atmosphere that Summer Breeze provides.



Depot Concerts - Deeply rooted in local connections, and sprinkled with national attention, Depot Concerts continue to showcase the best of what The Depot is about. We are a unique space for a show - in a historic train station, with gorgeous art on the walls, hosting musicians and audiences that are excited to be there. We are continually surprised at the numbers of our guests coming from out of town, and from out of state to see the shows we produce. Our rooms were packed last year with concerts from Olivia Komahcheet (Native American multi-instrumentalist), The Matchsellers (Kansas City Bluegrass), Don Conoscenti (Woody Guthrie Festival favorite), Kyshona Armstrong (acclaimed folk/r&b artist), Miss Brown to You (always a sellout), Ordinary Elephant and Jared Tyler (Tulsa singer/songwriter)



Emerging Artists 2023 - Jan 13 to Feb 25



We are Art. The works of outstanding artists with strong Oklahoma ties and backgrounds are exhibited and available for purchase in The Depot throughout the year, with new artists every eight weeks, and receptions held in conjunction with 2nd Friday Art Walk. The gallery is free and open to the public. Our gallery has worked diligently over the last 5 years to become the premiere gallery in Norman with annual sales averaging \$20,000 and art provided for viewing for over 25,000 patrons including our gallery guests, rental patrons, train customers, and the groups hosted by our venue. We host solo exhibitions and group shows and 2023 included our first ever "Emerging Artists Show" showcasing the breadth of artistic talent in our community.

We are Education. We offer occasional art clinics, chats and workshops working with the stellar artists who show on our walls. The experiences we provide are unique, intimate, and impactful.

We are Comedy. Our newest program is Third Thursday Comedy Night featuring comedy in a variety of forms from standup to sketch to improv. Our growing audiences are proving to us that our community desperately needs a good laugh.

We are a Community Partner The Depot partners with community organizations who might need headquarters for a festival, a home for a fundraiser, a room for a meeting or space for a classroom including Mardi Gras, Pride Parade, NAMRON Players Theatre, Two Weird Sisters Productions, Red Cross of Oklahoma, Sierra Club, Cimarron Opera, Songwriters Association of Norman, Norman Next, Songwriters Association of Norman, Food & Shelter, Inc, Jacobson House and others. We are also the premiere rental venue in the heart of the Walker Arts District.



We are Poetry. Our poetry received a very generous donation in 2022 and we are making plans to return to poetry in 2024.

We are a Depot. As caretakers of this historic facility, we welcome the opportunity to serve as host to passengers boarding Amtrak's Heartland Flyer from 8 to 9 a.m. - 7 days a week. Hosting consists of ensuring that passengers have required ticket information, luggage tags, parking information and comfortable waiting room with clean, stocked restrooms. This year, the City of Norman provided The Depot with \$5,600 to help cover the costs of providing these services. Volunteers open the Depot and serve as passenger hosts on evenings and weekends. In addition, our staff prints schedules and answers questions daily for potential train customers.



Our social media and YouTube reach have extended our audiences - We reached 121,639 people on Facebook, 4,391 on Instagram, and over 5,000 views of our Depot TV episodes on our Facebook and YouTube channels.

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.

As you hopefully all know, The Depot offers an intimate listening room for concerts and poetry, an art gallery, Summer Breeze Concerts in Lions Park, Depot Comedy and a rental venue for private and community events, plus Amtrak service each morning, all in a beautiful historic building, fulfilling our mission *to create, curate and present quality fine arts programs for the enrichment of our community.*

Audience Numbers:

Summer Breeze - 20,000

Concerts - 700

Gallery Guests (includes rental patrons) - 22,000

Train Passengers - 6,845 passengers boarded the Heartland Flyer at the Depot during the 2022-2023 fiscal year. (this number does not include the patrons who stop by the Depot daily for information about how to book AMTRAK tickets, website assistance, etc.)

REVENUE SOURCES: The Depot is a 501c3, registered as a charitable organization with the State of Oklahoma and the IRS, filing an annual 990 return available on request.

Depot Rental - \$52,737

Rental revenue is our most important revenue stream to assist in covering the administrative expenses of offering our programs. Rental income must cover salaries, insurance, phone, office supplies and other administrative costs. This was our largest year for rental revenue but doesn't appear to be a trend. Post-pandemic there was a rush of events that had been delayed and we were grateful for the boost.

We have increased our rental rates. Rentals Sunday through Thursday are \$125/hour and rentals on Friday or Saturday are \$175/hour. This still keeps us the most reasonable rental venue in town, but allows us to continue to keep pace with inflated costs. Rentals must be a minimum of 2 hours and have an additional \$75 cleaning fee. The nearly 100 chairs, 6 round and 10 rectangular tables are available to use at no additional charge.

Membership - \$10,553

The Depot offers a membership program with a variety of benefits including discounts on art and rentals and members-only events. Membership levels are currently at \$60 for a Basic Membership which includes pre-sale ticket purchases, and a calendar of events. The Premier Membership is \$180 and offers basic benefits and 25% off a Depot rental, a 10% Gallery Discount, and we have added a Sustaining Level Membership that adds the member's name to our listings on Press Releases and Social Media posts.

Program Partners - \$40,863

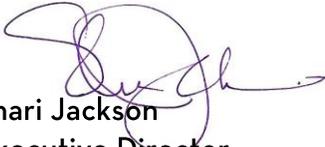
The Depot's programs are beloved by the community and both in-kind and cash partnerships make up a substantial portion of our program budgets for Summer Breeze, Winter Wind, and the Gallery. Partnership donations to the Depot in the 21-22 year totaled over \$40,000

Art and Ticket Sales - \$34,437

In the last fiscal year we sold nearly \$23,000 in art and merchandise (65% going back to the artist), and over \$10,000 in concert tickets (80% of which go to the artist)

The Depot is extremely grateful to the City of Norman for the use of the beautiful, historic Depot and for paying a percentage of the utilities, without which it is very doubtful The Depot could exist and administer great arts programming for our community. In addition to our work, we remain committed to allowing The Depot to function as a community gathering place for events such as the Norman Music Festival, Mardi Gras, PRIDE Festival, and other community events and organizations. Norman is truly enriched by the support provided by the City for The Depot, as well as the Firehouse Art Center, Sooner Theatre and Moore-Lindsey House, all of which are integral to making Norman such a wonderful place to live.

Thank you for your consideration and attention,

A handwritten signature in purple ink, appearing to read 'Shari Jackson', with a long, sweeping horizontal stroke extending to the right.

Shari Jackson
Executive Director
The Depot

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

Statement of Financial Position

As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Armstrong Checking	27,465.16
PayPal Bank	0.00
Petty Cash	100.00
Total Bank Accounts	\$27,565.16
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Credit Card Receivables	0.00
Inventory Asset	0.00
Payroll Refunds	0.00
PrePaid Expenses	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$27,565.16
Fixed Assets	
Furniture and Equipment	20,895.84
Less Accumulated Depreciation	-9,546.00
Total Furniture and Equipment	11,349.84
Total Fixed Assets	\$11,349.84
TOTAL ASSETS	\$38,915.00
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
Deferred Income	-21,009.00
Direct Deposit Payable	0.00
Health Insurance Liability	-442.76
Hosted Ticket Sales	0.00
OK Sales Tax	390.33
Payroll Liabilities	0.00
Federal Taxes (941/944)	1,344.16
OK Income Tax	445.50
OK Unemployment Tax	16.06

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

Statement of Financial Position

As of June 30, 2023

	TOTAL
Total Payroll Liabilities	1,805.72
Program Partner Funds	146.94
Rental Deposit	0.00
Sales Tax Agency Payable	0.00
Oklahoma Tax Commission Payable	0.00
Total Sales Tax Agency Payable	0.00
Sales Tax Payable	0.00
Total Other Current Liabilities	\$ -19,108.77
Total Current Liabilities	\$ -19,108.77
Total Liabilities	\$ -19,108.77
Equity	
Opening Balance Equity	0.00
Unrestricted Net Assets	49,155.20
Net Revenue	8,868.57
Total Equity	\$58,023.77
TOTAL LIABILITIES AND EQUITY	\$38,915.00

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

Statement of Activity

July 2022 - June 2023

	TOTAL
Revenue	
General Donations	997.57
Grants	
City of Norman (Amtrack)	5,600.00
Norman Arts Council (NAC)	34,009.00
Oklahoma Arts Council (OAC)	16,195.00
Total Grants	55,804.00
Membership Dues	1,720.00
Annual Membeship	6,525.00
Monthly Membership	2,307.99
Total Membership Dues	10,552.99
Miscellaneous Income	522.48
Program Support	22,172.33
Corporate/Individual Partnership	8,775.00
Donations (cash/text)	4,260.85
Monthly Partnerships	5,655.65
Total Program Support	40,863.83
Rental Fees	37,542.50
Janitor Fees	3,855.00
Rental Deposit	11,340.00
Total Rental Fees	52,737.50
Sales	
Art Sales	22,811.83
Boutique Sales	810.09
Depot Merchandise Sales	622.16
Ticket Sales	10,193.37
Total Sales	34,437.45
Tuition	1,380.58
Total Revenue	\$197,296.40
Cost of Goods Sold	
Cost of Goods Sold	2,113.39
Total Cost of Goods Sold	\$2,113.39
GROSS PROFIT	\$195,183.01
Expenditures	
Advertising	717.02
Artist Commissions (65%)	15,634.60
Bank Fees	20.00
Contract Services	755.00

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

Statement of Activity

July 2022 - June 2023

	TOTAL
Deposit refund	11,695.11
Facility Maintenance	
Depot Maintenance	300.00
Event Staff	60.00
Total Facility Maintenance	360.00
Insurance	13,556.32
Memberships	500.00
Miscellaneous Expense	523.50
Payroll Expenses	310.00
Director's Salary	24,999.96
Taxes	5,275.25
Wages	42,928.54
Total Payroll Expenses	73,513.75
Performance Costs	1,475.00
Artist Fees	21,987.00
Equipment Rental	4,232.13
Lodging	1,074.85
Meals	920.18
Sound/Technical Services	9,025.00
Travel	224.00
Total Performance Costs	38,938.16
Permit	492.63
Postage	2,038.00
Printing	8,168.51
Professional Fees	100.00
Accountant	350.00
Workshop Instructor	1,200.00
Total Professional Fees	1,650.00
QuickBooks Payments Fees	12.87
Square Fees	3,331.22
Subscriptions	3,543.27
Supplies	92.41
Amtrack	125.86
Office	3,191.09
Other	934.45
Refreshments	963.18
Total Supplies	5,306.99
Ticket Refund	82.45
Uncategorized Expenditure	374.38

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

Statement of Activity

July 2022 - June 2023

	TOTAL
Utilities	1,871.13
Alarm/Security	633.40
Telecommunications	2,596.13
Total Utilities	5,100.66
Total Expenditures	\$186,314.44
NET OPERATING REVENUE	\$8,868.57
Other Expenditures	
Reconciliation Discrepancies	0.00
Total Other Expenditures	\$0.00
NET OTHER REVENUE	\$0.00
NET REVENUE	\$8,868.57