



the  
**DEPOT**

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

## Board of Trustees

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Report to City of Norman Finance Committee  
February 5, 2025

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 FY2024 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 9,000 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 23-24 fiscal year the Depot was awarded \$11,600 to assist in these operations. This funding was allocated as follows:

\$7000 - to partially cover staff hours spent directly serving AMTRAK customers

\$3200 - to partially cover the costs associated with weekly cleans of the Depot

\$800 - to partially cover supplies for AMTRAK waiting room (including paper goods, schedules, cleaning, etc.)

\$600 - to cover the costs of our security/alarm system.

\$11,600 - TOTAL ALLOCATION FOR 22-23

#### **REQUEST FOR 2024-2025: \$56,400 (\$50,700 received in 2023-2024)**

We are asking for a contribution to help with funding for the continued operation of the Historic Santa Fe Depot for the following purposes:

- To support our ability to fulfill the agreement between the City of Norman and AMTRAK to provide services to train customers 365 days/year,
- To support our ability to facilitate the rental and use of the Depot by our community.
- To ensure our continued operation.

#### **REQUEST DETAIL:**

\$24,000 - 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.

\$700 - Security/Alarm services

\$800 - Bi-annual window cleaning

\$2,500 - Outdoor banner/signage printing

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

\$25,400 - Salary/Benefits 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, coordinating AMTRAK waiting room volunteers and services. (Note: The Depot currently has staffing to cover these areas and has folded this cost into our operating budget but respectfully requests that these functions be supported by the City of Norman)

#### **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(23-24): **\$27,587**

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 26% of our administrative overhead. Commissions on art shown from our Gallery Shows covered another 7%, and the other administrative costs are covered by grants, membership, corporate and individual giving, and fundraisers with revenue over \$70k.

The Depot is poised to be an anchor for the arts in Downtown Norman expanding to include arts markets, street festivals and more outside the planned hotel Downtown, a retail stop for small arts purchases and Norman - themed merchandise, and 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 incentivize 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\_FY25\_P&L - FY25 P&L Classes

July 2024 - January 2025

|                                  | TOTAL               |                     |                     |                 |
|----------------------------------|---------------------|---------------------|---------------------|-----------------|
|                                  | ACTUAL              | BUDGET              | OVER BUDGET         | % OF BUDGET     |
| Revenue                          |                     |                     |                     |                 |
| General Donations                | 757.00              | 225.00              | 532.00              | 336.44 %        |
| Grants                           |                     |                     |                     |                 |
| City of Norman (Amtrack)         | 50,700.00           | 50,700.00           | 0.00                | 100.00 %        |
| Norman Arts Council (NAC)        | 6,808.00            | 13,376.00           | -6,568.00           | 50.90 %         |
| Oklahoma Arts Council (OAC)      | 260.76              | 0.00                | 260.76              |                 |
| <b>Total Grants</b>              | <b>57,768.76</b>    | <b>64,076.00</b>    | <b>-6,307.24</b>    | <b>90.16 %</b>  |
| Membership Dues                  |                     |                     |                     |                 |
| Annual Membeship                 | 6,280.00            | 12,500.00           | -6,220.00           | 50.24 %         |
| Monthly Membership               | 1,857.05            |                     | 1,857.05            |                 |
| Premier Membership               | 180.00              |                     | 180.00              |                 |
| <b>Total Membership Dues</b>     | <b>8,317.05</b>     | <b>12,500.00</b>    | <b>-4,182.95</b>    | <b>66.54 %</b>  |
| Program Support                  |                     |                     |                     |                 |
| Corporate/Individual Partnership | 13,500.00           | 32,800.00           | -19,300.00          | 41.16 %         |
| Donations (cash/text)            | 4,182.00            | 2,000.00            | 2,182.00            | 209.10 %        |
| Monthly Partnerships             | 3,976.00            |                     | 3,976.00            |                 |
| <b>Total Program Support</b>     | <b>21,658.00</b>    | <b>34,800.00</b>    | <b>-13,142.00</b>   | <b>62.24 %</b>  |
| Rental Fees                      | 22,851.94           | 13,000.00           | 9,851.94            | 175.78 %        |
| Janitor Fees                     | 2,370.00            | 1,680.00            | 690.00              | 141.07 %        |
| Rental Deposit                   | 7,935.00            | 3,500.00            | 4,435.00            | 226.71 %        |
| <b>Total Rental Fees</b>         | <b>33,156.94</b>    | <b>18,180.00</b>    | <b>14,976.94</b>    | <b>182.38 %</b> |
| Sales                            | -3.00               |                     | -3.00               |                 |
| Art Sales                        | 9,598.18            | 10,500.00           | -901.82             | 91.41 %         |
| Boutique Sales                   | 1,170.00            | 1,142.15            | 27.85               | 102.44 %        |
| Depot Merchandise Sales          | 600.06              | 512.76              | 87.30               | 117.03 %        |
| Discount Income                  | -77.00              |                     | -77.00              |                 |
| Ticket Sales                     | 10,458.74           | 7,200.00            | 3,258.74            | 145.26 %        |
| <b>Total Sales</b>               | <b>21,746.98</b>    | <b>19,354.91</b>    | <b>2,392.07</b>     | <b>112.36 %</b> |
| Tuition                          |                     | 0.00                | 0.00                |                 |
| Uncategorized Income             | 152.70              |                     | 152.70              |                 |
| Vendor Fee                       | -51.58              | 350.00              | -401.58             | -14.74 %        |
| <b>Total Revenue</b>             | <b>\$143,505.85</b> | <b>\$149,485.91</b> | <b>\$ -5,980.06</b> | <b>96.00 %</b>  |
| Cost of Goods Sold               |                     |                     |                     |                 |
| Cost of Goods Sold               | 291.93              | 0.00                | 291.93              |                 |
| <b>Total Cost of Goods Sold</b>  | <b>\$291.93</b>     | <b>\$0.00</b>       | <b>\$291.93</b>     | <b>0.00%</b>    |
| <b>GROSS PROFIT</b>              | <b>\$143,213.92</b> | <b>\$149,485.91</b> | <b>\$ -6,271.99</b> | <b>95.80 %</b>  |
| Expenditures                     |                     |                     |                     |                 |
| Conference/Training Fees         |                     | 0.00                | 0.00                |                 |
| Contract Services                | 530.00              | 2,375.00            | -1,845.00           | 22.32 %         |
| Deposit refund                   | 4,985.00            | 3,000.00            | 1,985.00            | 166.17 %        |
| Facility Maintenance             |                     |                     |                     |                 |
| Janitorial                       | 250.00              |                     | 250.00              |                 |

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

Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L Classes

July 2024 - January 2025

|                                   | TOTAL            |                  |                  |                 |
|-----------------------------------|------------------|------------------|------------------|-----------------|
|                                   | ACTUAL           | BUDGET           | OVER BUDGET      | % OF BUDGET     |
| <b>Total Facility Maintenance</b> | <b>250.00</b>    |                  | <b>250.00</b>    |                 |
| Insurance                         |                  |                  |                  |                 |
| Health Insurance                  | 6,969.38         | 7,249.99         | -280.61          | 96.13 %         |
| Liability/D&O Insurance           | 1,164.00         | 4,500.00         | -3,336.00        | 25.87 %         |
| <b>Total Insurance</b>            | <b>8,133.38</b>  | <b>11,749.99</b> | <b>-3,616.61</b> | <b>69.22 %</b>  |
| Memberships                       | 335.00           | 100.00           | 235.00           | 335.00 %        |
| Payroll Expenses                  | -198.55          |                  | -198.55          |                 |
| Director's Salary                 | 18,416.68        |                  | 18,416.68        |                 |
| Salaries                          | 16,249.99        | 43,902.66        | -27,652.67       | 37.01 %         |
| Taxes                             | 4,045.83         | 2,493.24         | 1,552.59         | 162.27 %        |
| Wages                             | 17,532.49        | 6,982.00         | 10,550.49        | 251.11 %        |
| <b>Total Payroll Expenses</b>     | <b>56,046.44</b> | <b>53,377.90</b> | <b>2,668.54</b>  | <b>105.00 %</b> |
| Postage                           | 5,199.28         | 1,325.00         | 3,874.28         | 392.40 %        |
| Printing                          | 2,114.02         | 2,900.00         | -785.98          | 72.90 %         |
| Professional Fees                 |                  |                  |                  |                 |
| Accountant                        | 3,170.00         | 2,475.00         | 695.00           | 128.08 %        |
| Workshop Instructor               |                  | 0.00             | 0.00             |                 |
| <b>Total Professional Fees</b>    | <b>3,170.00</b>  | <b>2,475.00</b>  | <b>695.00</b>    | <b>128.08 %</b> |
| Program Costs                     |                  |                  |                  |                 |
| Advertising                       | 92.10            | 113.51           | -21.41           | 81.14 %         |
| Artist Commissions (65%)          | 7,171.10         | 6,763.72         | 407.38           | 106.02 %        |
| Artist Fees                       | 14,970.25        | 11,800.00        | 3,170.25         | 126.87 %        |
| Equipment Rental                  | 3,084.72         | 2,000.00         | 1,084.72         | 154.24 %        |
| Lodging                           | 348.50           | 700.00           | -351.50          | 49.79 %         |
| Meals                             | 262.33           | 340.75           | -78.42           | 76.99 %         |
| Permit                            |                  | 200.00           | -200.00          |                 |
| Refreshments                      | 872.47           | 730.00           | 142.47           | 119.52 %        |
| Sound/Technical Services          | 5,525.00         | 5,975.00         | -450.00          | 92.47 %         |
| <b>Total Program Costs</b>        | <b>32,326.47</b> | <b>28,622.98</b> | <b>3,703.49</b>  | <b>112.94 %</b> |
| QuickBooks Payments Fees          | 286.23           | 15.54            | 270.69           | 1,841.89 %      |
| Square Fees                       | 982.74           | 1,111.04         | -128.30          | 88.45 %         |
| Subscriptions                     | 149.00           | 400.00           | -251.00          | 37.25 %         |
| Supplies                          |                  | 227.50           | -227.50          |                 |
| Amtrack                           | -72.95           | 400.00           | -472.95          | -18.24 %        |
| Office                            | 2,287.20         | 1,740.23         | 546.97           | 131.43 %        |
| <b>Total Supplies</b>             | <b>2,214.25</b>  | <b>2,367.73</b>  | <b>-153.48</b>   | <b>93.52 %</b>  |
| Uncategorized Expense             | 6,075.67         |                  | 6,075.67         |                 |
| Utilities                         | 578.08           |                  | 578.08           |                 |
| Alarm/Security                    | 399.13           | 379.19           | 19.94            | 105.26 %        |
| Electric                          | 550.50           | 991.69           | -441.19          | 55.51 %         |
| Software/Apps                     | 1,654.33         | 1,283.31         | 371.02           | 128.91 %        |
| Telecommunications                | 1,709.50         | 1,750.00         | -40.50           | 97.69 %         |

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

Budget vs. Actuals: Budget\_FY25\_P&L - FY25 P&L Classes

July 2024 - January 2025

|                       | TOTAL        |              |               |             |
|-----------------------|--------------|--------------|---------------|-------------|
|                       | ACTUAL       | BUDGET       | OVER BUDGET   | % OF BUDGET |
| Total Utilities       | 4,891.54     | 4,404.19     | 487.35        | 111.07 %    |
| Total Expenditures    | \$127,689.02 | \$114,224.37 | \$13,464.65   | 111.79 %    |
| NET OPERATING REVENUE | \$15,524.90  | \$35,261.54  | \$ -19,736.64 | 44.03 %     |
| NET REVENUE           | \$15,524.90  | \$35,261.54  | \$ -19,736.64 | 44.03 %     |

## Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

Do not enter social security numbers on this form as it may be made public.

Go to [www.irs.gov/Form990](http://www.irs.gov/Form990) for instructions and the latest information.

OMB No. 1545-0047

2023

Open to Public  
Inspection

|   |  |
|---|--|
| <b>A</b> For the 2023 calendar year, or tax year beginning 07-01, 2023, and ending 06-30, 2024  |  |
| <b>B</b> Check if applicable:<br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Final return/terminated<br><input checked="" type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending   | <b>C</b> Name of organization <b>THE PERFORMING ARTS STUDIO INC</b><br>Doing business as <b>THE DEPOT</b><br>Number and street (or P.O. box if mail is not delivered to street address) Room/suite<br><b>200 S JONES AVENUE</b><br>City or town, state or province, country, and ZIP or foreign postal code<br><b>Norman, OK 73069</b> |
| <b>D</b> Employer identification number<br><b>56-2399035</b>  |  |
| <b>E</b> Telephone number<br><b>(405) 307-9320</b>  |  |
| <b>G</b> Gross receipts<br>\$ <b>165,961</b>  |  |
| <b>F</b> Name and address of principal officer:<br><b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>If "No," attach a list. See instructions<br><b>H(c)</b> Group exemption number |  |
| <b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527  |  |
| <b>J</b> Website: <b>N/A</b>  |  |
| <b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other   |  |
| <b>L</b> Year of formation: <b>2022</b>   |  |
| <b>M</b> State of legal domicile: <b>OK</b>   |  |

## Part I Summary

|                         |  |   |  |                           |
|-------------------------|--|---|--|---------------------------|
| Activities & Governance | 1  | Briefly describe the organization's mission or most significant activities:   | <b>CREATE AND/OR PRESENT EXCELLENT FINE ART.</b> |                           |
|                         | 2  | Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. |  |                           |
|                         | 3  | Number of voting members of the governing body (Part VI, line 1a)   | 3  | 8                         |
|                         | 4  | Number of independent voting members of the governing body (Part VI, line 1b)   | 4  | 0                         |
|                         | 5  | Total number of individuals employed in calendar year 2023 (Part V, line 2a)  | 5  | 4                         |
|                         | 6  | Total number of volunteers (estimate if necessary)  | 6  |                           |
|                         | 7a   | Total unrelated business revenue from Part VIII, column (C), line 12  | 7a   | 0                         |
| 7b                      | Net unrelated business taxable income from Form 990-T, Part I, line 11 | 7b  | 0  |                           |
| Revenue                 | 8  | Contributions and grants (Part VIII, line 1h)   | Prior Year                                       | Current Year              |
|                         | 9  | Program service revenue (Part VIII, line 2g)  |  | 165,961                   |
|                         | 10   | Investment income (Part VIII, column (A), lines 3, 4, and 7d)   |  | 0                         |
|                         | 11   | Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)  |  | (799)                     |
|                         | 12   | Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)  |  | 165,162                   |
|                         | 13   | Grants and similar amounts paid (Part IX, column (A), lines 1-3)  |  | 0                         |
|                         | 14   | Benefits paid to or for members (Part IX, column (A), line 4)   |  | 0                         |
| Expenses                | 15   | Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)   |  | 78,434                    |
|                         | 16a  | Professional fundraising fees (Part IX, column (A), line 11e)   |  | 0                         |
|                         | b  | Total fundraising expenses (Part IX, column (D), line 25)   |  | 0                         |
|                         | 17   | Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)  |  | 96,645                    |
|                         | 18   | Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)   |  | 175,079                   |
|                         | 19   | Revenue less expenses. Subtract line 18 from line 12  |  | (9,917)                   |
|                         | Net Assets or Fund Balances  | 20  | Total assets (Part X, line 16)                   | Beginning of Current Year |
| 21                      |  | Total liabilities (Part X, line 26)   | 38,916   | 51,080                    |
| 22                      |  | Net assets or fund balances. Subtract line 21 from line 20  | (19,109)   | 2,972                     |
|                         |  |   | 58,025   | 48,108                    |

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|                        |                              |                                   |            |   |           |  |
|------------------------|------------------------------|-----------------------------------|------------|---|-----------|--|
| Sign Here              | Signature of officer         | Shari Jackson                     |            |   | Date      |  |
|                        | Type or print name and title | Shari Jackson, EXECUTIVE DIRECTOR |            |   |           |  |
| Paid Preparer Use Only | Print/Type preparer's name   | Preparer's signature              | Date       | Check <input type="checkbox"/> if self-employed | PTIN      |  |
|                        | Crystal Lowry                |                                   | 11-06-2024 |   | P00950747 |  |
|                        | Firm's name                  | PennyRoyal Accounting LLC         |            | Firm's EIN                                      |           |  |
|                        | Firm's address               | PO Box 1547<br>Norman OK 73070    |            | Phone no.<br>405-623-1177                       |           |  |

May the IRS discuss this return with the preparer shown above? See instructions ☐ Yes ☒ No

For Paperwork Reduction Act Notice, see the separate instructions.

Form 990 (2023)