



The Norman Firehouse Art Center's

2025 Organization Annual Report

Fiscal Year: September 1, 2023 – August 31, 2024

City of Norman and Parks and Recreation Board

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1. Organization Mission Statement and Strategic Plan

Mission Statement

The Norman Firehouse Art Center enriches our community by offering the highest quality visual arts education, experiences, and exhibitions.

Strategic Plan

Please refer to the attachment “Strategic Plan outline-priorities 2022” to view our strategic plan.

2. Current Board of Directors, Staff, and Faculty

BOARD MEMBERS

President: Kendall Hurley
Secretary: Allison Palmer
Treasurer: Tanya Ingels
 Jordan Stringer
 Dr. Jeff Buyten
 Kaimee Kellis
 Richard McKown
 Ricci McManaman

LATINO CULTURAL COMMITTEE

Narciso Argüelles
 Sam Wargin Grimaldo
 Mariana Llanos

FACULTY

Jewelry: Elyse Bogart
Glass: Chris Burnett
Ceramics: Katherine Gaff
Ceramics: Tim Sullivan
Drawing: Cody Wilson
Painting: Karis Chambers
Painting: Thomas Stotts
Embroidery: Darci Lenker
Printmaking: Eric Piper

STAFF

Executive Director/Curator: Andy Couch
Programs Coordinator: Dr. Nikki Krumwiede
Artist Coordinator: Casey Gilman
Communications Coordinator: Sammy Babb
Programs Assistant: Savannah Tallbear
Contract Accountant: Susan Barnes

ADVISORY BOARD

Fred Schmidt
 Glenda Hufnagel
 Nancy McClellan
 John Downs

Printmaking: Jenna Bryan
Sculpture: CJ Carter
Art Forces Instructor: Brendon “B” Williams
Children’s Instructor: Deanna Wong
Children’s Instructor: Jane Lawson
Children’s Instructor: Lumen Miramontes
Children’s Instructor: Anna McQuown
Children’s Instructor: Kori Caparelli

3. Narrative of Annual Activities

Overview of Activities for FY 2023 – 2024

The Firehouse Art Center (Firehouse) is a community arts center in Norman, OK established in 1970 operating out of a city-owned building which previously served as a fire station. It houses professional visual arts studios and classrooms that provide children, teen, and adult 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.

In a typical year, the Firehouse serves thousands of individuals through our visual arts programming. This includes offering in-house visual arts classes to children, teens, and adults through quarterly semesters. Classes are offered in a variety of mediums, including painting, drawing, printmaking, fiber, jewelry making, glass, sculpture, and ceramics.

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 the **Healing Studio** for adults with disabilities, **Firehouse Equality Club** in partnership with Norman Pride, and **Art Forces** for U.S. Military Veterans and active service members. The Firehouse also provides drawing instruction at the OKC Zoo through **ZOO Sketch**, as well as visual arts experiences at Norman festivals and school events to encourage visual arts learning, creative thinking, and self-expression. Finally, the Firehouse provides free art experiences and programming through the Firehouse Gallery, which presents three in-house exhibitions and three culturally relevant exhibitions each year. All accessibility and outreach programming is offered at no cost to the participants.

The Firehouse, along with granting partners the Oklahoma Arts Council, the Norman Arts Council, and Allied Arts, continues to build a cultural infrastructure to strengthen the arts in Norman and its surrounding communities. By offering equal access to educational, high-quality visual art opportunities for everyone, regardless of their socioeconomic background, the Firehouse is laying the groundwork for generations of individuals with the knowledge, appreciation, and personal investment in the arts to become advocates for the future of the arts in the state of Oklahoma.

Arts Education

The Firehouse offers in-house visual arts classes and workshops to hundreds of individuals each year. These classes are offered in a variety of mediums and developed for a wide range of artistic aptitudes and skill levels. The Firehouse's children's programming follows *Oklahoma Academic Standards for Fine Arts* guidelines. Children's classes are offered for ages 5-14



through our Art After School Program during the Winter, Spring, and Fall semesters and our Children's Summer Art Program during the Summer semester. This year, we also piloted our new **Fire Tots** program, where students ages 2-4 and their parents to learn the foundations of art together.

The Teen Program is designed to supplement the visual arts education available in Norman and area middle and high schools. These advanced classes and workshops focus on increasing technical study for ages 13 to 17 and encourage creativity and self-expression while setting high expectations for the development of technical visual arts skills.

Accessibility Programming

Healing Studio, an open studio environment for adults with varying degrees of cognitive, physical, and learning disabilities, is held at the Firehouse in 32 weekly sessions. Participants are introduced to visual arts principles and materials, art history, and methods of expression in a supportive environment.

Art Forces is a creative new Firehouse program which was begun in April 2023. This program, taught by a veteran instructor, offers veterans and active service members a welcoming environment to explore their creativity. These classes meet once per month and are offered at no cost to the participants.

A collaboration between Firehouse Art Center and Norman Pride, **Firehouse Equality Club** is a dynamic and inclusive community dedicated to promoting equality through the creative expression of visual arts. Meeting once a month, our club provides a welcoming space for all individuals, their families, and allies to come together, share experiences, and create art with a rotating roster of instructional artists.



Community Outreach Programming

In an effort to reach more underserved populations and engage more people with the visual arts, the Firehouse developed partnerships with Norman and metro area community organizations to facilitate free art activities at events and festivals. These events include the City of Norman Parks and Recreation's Outdoor Movie Series, International Festival, Juneteenth, and Earth Day, the University of Oklahoma's National Weather Festival, The



Science Museum's Tinkerfest, Assistance League of Norman's May Fair, the Pioneer Library's Celebration! Culture, Community, and more. These events attract children and adults 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 or socioeconomic status, are able to participate and engage with visual art.

ZOO Sketch, which meets monthly at the Oklahoma City Zoo & Botanical Gardens, is designed for individuals interested in drawing animals and nature from life. This

program includes sessions on drawing techniques through live observations; participants can sketch their observations of animal behaviors, movements, and personalities with instruction from a Firehouse faculty member.

The **Firehouse Gallery and Gift Shop** are free to the public, promote visual arts awareness and community involvement, and provide visual arts exhibitions and opportunities that support local artists. The Firehouse's gift shop is unique to Norman, as all artists represented are Oklahoma-based and all items in the gift shop are original works of art.

The Firehouse Gallery offers an exciting exhibition calendar each year, presenting three in-house exhibitions and three culturally relevant exhibitions annually and providing free art experiences and programming to our community.



Building Improvements

In an effort to create a more functional, inviting space, the Firehouse has invested over \$150,000 into improving our building. This included the creation of our new Pottery Patio. During the course of the project, the Firehouse's kiln yard, which previously functioned as a storage area, was renovated into a small outdoor event space with a functional gas kiln and space for our clay mixer. This area provides additional space to host guests during events and creates a welcoming atmosphere for students. Improvements also include the addition of a security and surveillance system that has already proven valuable in assisting the Norman Police Department.

The Firehouse is also working to make our building a local attraction through the creation of public art. During the past year, the Firehouse commissioned nine new public murals on our building and in the surrounding Lions Park, totaling \$60,135 paid to mural artists. Our goal is to make our space colorful and inviting while showcasing the talent of Oklahoma artists.

Please refer to the attachments "Donation Acceptance 1" and "Donation Acceptance 2" to view the Firehouse's donations toward building improvements.

Pottery Patio Project
At the Firehouse Art Center



New Public Murals
Mural by Lumen Miramontes

4. Financial Information and Budget

Please refer to the attachment "FY 23-24 Statement of Financial Position" to view our financial information.

Please refer to the attachment "FY 24-25 Budget" to view our budget.

5. Other Sources of Income

Please refer to the attachment "Breakdown of Revenues by Category 23-24" to view our other sources of income.

6. How Past Funding was Used

Please refer to the attachment “Three-year Profit and Loss” to view how past funding was used. Please request additional reports if more information is needed on how past funding was used.

7. Financial Statements and Tax Statements for the Past Year

Please refer to the attachment “FY 23-24 Statement of Activity” to view our financial statements for the past year.

Please refer to the attachment “Norman Firehouse Arts Center - Form 8868 2023” to view our tax statements for the past year.

8. New requests for Fiscal Year Ending 2026

Support from the City of Norman is essential to helping us fulfill our mission, especially in providing accessible visual arts programming for underserved groups, including adults with disabilities, veterans and active military, the elderly, and youth from disadvantaged socioeconomic backgrounds. The City has consistently provided operational support, which has been critical in sustaining our services to the Norman community.

For the fiscal year ending in 2026, the Firehouse Art Center is requesting \$150,000 in operational funding. Last year, we made an investment of over \$150,000 into our building. In partnership with the Parks and Rec Department, we led a series of renovations to create a more functional and welcoming space for our community. These improvements included the installation of nine public artworks, the addition of new equipment for our programs, and the implementation of a security and surveillance system that has already proven valuable in assisting the Norman Police Department. Despite our limited space, we’ve focused on making the Firehouse a more inviting place for our students and visitors. These upgrades were made possible through private donations, grants, and strong community partnerships.

Additionally, we’ve invested over \$35,000 in supporting the Norman Public Schools (NPS) system. One of our highlights this year has been the launch of *Art Sparks*, a new program for 5th-grade students who don’t have access to visual arts education. Through a partnership with the University of Oklahoma, we also became a host site for the U.S. State Department’s Professional Fellows Exchange Program. This two-way global exchange promotes mutual understanding, enhances leadership skills, and builds sustainable partnerships between emerging leaders from the U.S. and abroad.

These initiatives reflect our ongoing commitment to enriching our community through arts and cultural exchange, and we are grateful for the City of Norman's continued support in helping us achieve our goals.

9. Charges and Fees for Services Provided

Children's Classes

- **Art After School:**
\$114.00 for 8 weeks/10 hours of visual arts education
- **Children's Summer Art Program:**
\$114.00 for 1 week/10 hours of visual arts education
OR
\$228.00 for 2 weeks/20 hours of visual arts education
- **Youth and Teen Program:**
\$192.00-\$219.00 for 8 weeks/16 hours of arts education

Adult Classes

- **Drawing:** \$192.00 for 8 weeks/16 hours of lessons
 - **Painting:** \$192.00 for 8 weeks/16 hours of lessons
 - **Printmaking:** \$192.00 for 8 weeks/16 hours of lessons
 - **Jewelry:** \$258.00 for 8 week/24 hours of lessons
 - **Glass:** \$192.00 for 8 week/16 hours of lessons
 - **Ceramics:** \$219.00 for 8 week/16 hours of lessons
- Classes may have additional material and/or technical fees.*

Workshops

The Firehouse sometimes offers seasonal workshops on a quarterly basis; these workshops give new and returning students a taste of the mediums and techniques offered in the longer semesters. Prices for these workshops vary depending on their length and medium.

Adults with Disabilities

Healing Studio is free to participants through scholarships valued at \$30 per weekly, two-hour session. The Firehouse provides up to 12 scholarships a week to individuals with varying degrees of cognitive, physical, and learning disabilities through the Healing Studio program. The weekly sessions provide a supportive, low stress environment for students to experiment with their own creative process.

Scholarships

- **18** scholarships were awarded to children and teens for 10 hours of visual arts classes.
 - Executive Director determines eligibility of each applicant.
 - **Art Stars scholarships** are awarded based on artistic aptitude.
 - **Needs-based scholarships** are offered upon request to students with free and reduced lunch qualification.
- **275** weekly Healing Studio scholarships were awarded to adults for 2-hour sessions.

10. Number of Participants

Age of Participants

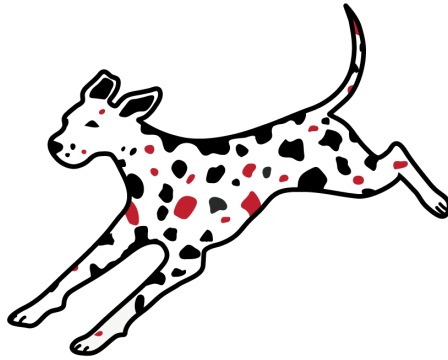
- Children's Classes: 5-14
- Teen Classes: 13-17
- Adult Classes: 17 and up

Summary of Participants for FY 23-24

PROGRAMS	ATTENDANCE 22-23	ATTENDANCE 23-24
Gallery and Giftshop	947	2,072
Community Events	2,276	3,823
Community Arts Programming	3,223 total attendees	5,895 total attendees
Children's Art Classes	314	427
Teen Classes	21	37
Adult Classes	381	518
Workshops	21	79
Accessibility Programming	338	390
Arts Learning in the Community	1,075 total students	1,451 total students
TOTAL PARTICIPANTS	4,298	7,346

11. Board of Directors' Actions to Generate Income

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. For more information on our action plans, please refer to the attachment "Strategic Plan outline-priorities 2022."



FIREHOUSE

ART CENTER

Strategic Plan Planning Document

Board of Directors Meeting
November 6, 2022

Overview

The following is a **Strategic Plan** for review and discussion. The Strategic Plan when flushed out and adopted becomes a road map for the Firehouse for the next 5 years. It is a dynamic document which means that it is not cast in stone, but instead is reviewed annually to see if there are any course adjustments to make. The annual review is also an opportunity to reflect on our progress and accomplishments.

Our immediate task is to:

1. **Review, refine, and adopt the Goals identified.**
2. **Review, refine, and adopt the Objectives identified.**
3. **Prioritize the Objectives that are most important to be accomplished by year.**
4. **Break down the top Objectives and identify the Tactics and Action Plan for year 1.**

Reference Documents previously distributed.

Strategic Planning Overview

SWOT Process Analysis

Firehouse Vision

Enhancing our community through the visual arts

Firehouse Mission

The Norman Firehouse Art Center enriches our community by offering the highest quality visual arts education, experiences, and exhibitions.

1. Goal 1: Annual Funding

Develop an approach to annual funding that creates income from every current and potential new funding source to exceed a balanced annual budget for Firehouse programs and operations.

a. Objective 1 Identify all the areas of established and potential income

- i. Strategy 1: Maintain relationships and excellence in grant writing quality with existing granting organization.*
- ii. Strategy 2: Develop relationships with new foundations and explore additional local/regional grant opportunities.*
- iii. Strategy 3: Create lucrative partnerships that serve the museum's mission and grow our audiences.*

b. Objective 2 Increase memberships and upgrade membership levels

- i. Strategy 1: Establish a required membership recruitment goal for each board member to achieve.*
- ii. Strategy 2: Research other non-profit membership levels and offerings to upgrade levels of membership.*
- iii. Strategy 3: Write a dedicated plan with achievable outcomes and incentives to increase membership through marketing opportunities.*

c. Objective 3 Increase the number of Corporate Sponsors/Donors

- i. Strategy 1: Assess our current impact and cost related to programs and offerings that need sponsorship to underwrite the cost.*
- ii. Strategy 2: Identify creative sponsorship opportunities that will entice potential donors.*

- iii. *Strategy 3: Plan new offerings that will give corporate representation in building and marketing incentives through programming.*
- d. Objective 4 Increase class enrollment to achieve profitable course offerings
 - i. *Strategy 1: Recruit new faculty to develop relevant offerings that will attract broader audiences.*
 - ii. *Strategy 2: Expand our offerings beyond our current enrollment schedule and model.*
 - iii. *Strategy 3: Learn from other art organizations about future curriculum and offerings that are in high demand and are rising in popularity.*
- e. Objective 5 Identify and Plan fundraising events to support programs
 - i. *Strategy 1: Develop signature fundraising event that includes the following:*
 - a. *Art Auction*
 - b. *Annual Dinner*
 - c. *Award Ceremony*
 - d. *In-kind support from major partners*
 - ii. *Strategy 2: Create new partnerships with specific non-profits and develop joint fundraising events, and new programs. Become relevant to other non-profit audiences, become relevant to new donors.*
 - iii. *Strategy 3: Hold fundraising events that allow participants and students to be involved to facilitate participation with a current or an existing audience. i.e., Winter Chili Bowl with bowls made from Firehouse classes.*
- f. Objective 6 Pursue new and grow existing endowments
 - i. *Strategy 1: Established a Planned Giving procedure to gain funds from future estates and existing individual donor estates.*
 - ii. *Strategy 2: Provide opportunities for existing individual endowment donors to engage with the organization in order to maintain and grow relationships.*
 - iii. *Strategy 3: Development endowments to fund major annual expenses. i.e., payroll, The Wylodean and Bill Saxon Executive Director and Curator*

g. Objective 8 Other revenues; Giftshop, City of Norman, Experiences

- i. *Strategy 1: Continue to develop relationship with the City of Norman*
- ii. *Strategy 2: Assess the revenue made in the gift shop. Make changes to consignment artists and wholesale offerings to increase revenue and make better use of space.*
- iii. *Strategy 3: Develop revenue generating experiences that utilize our unique network of relations. i.e. Travel Programs*

2. Goal 2: Firehouse Board of Directors Recruitment

Strengthen and increase board effectiveness through growing the size and diversity, educating members on Firehouse and non-profit operations and developing a culture of involvement.

a. Objective 1 Board Member Recruitment/Retention; the board needs to grow in size and retain the members it has.

- i. *Strategy 1: Assess current board strengths, diversity and size*
 - Tactic 1; have current board members identify their respective strengths and diversity*
 - Action 1; utilize current matrix and have board members fill out*
 - Collect information for upcoming board meeting (TBD)*
 - Action 2; summarize collective board strengths/diversity in a single matrix*
 - Summarize information for upcoming board meeting (TBD)*
 - Tactic 2; Identify desired board strengths, areas of diversity and size*
 - Action 1; have the board collectively discuss and develop a consensus on strengths, diversity and size*
 - Have discussions at upcoming board meeting (TBD)*
- ii. *Strategy 2: Solicit Candidates; actively seek out candidates, make contact and explore their interest*
 - Tactic 1; Create a board member position document for use in soliciting candidates (sim. to position open, taking applications for, emphasize strengths)*

Tactic 2; identify sources of where to find candidates; community organizations, leadership programs, personal contact lists and networks

Tactic 3; from sources identified, identify potential candidates that can help achieve the desired list of strengths, diversity and size from a.i.T2.A1.

iii. *Strategy 3: Active Solicitation*

Tactic 1; Review protocol for new member solicitation

A1; Review at upcoming board meeting (TBD)

Tactic 2; Pair sponsor/mentors and candidates

Tactic 3; Approach potential candidates in informal setting

Tactic 4; Candidate interviews; Exec, Dir, Board Pres., Sponsor

Tactic 5; Board Approval

iv. *Strategy 4: Board Member Retention*

Tactic 1; Mentoring Program

Tactic 2; Board communication

b. **Objective 2 Knowledge Development; work towards an informed and knowledgeable board regarding understanding of non-profits and Firehouse operations**

i. *Strategy 1: Identify important areas of board knowledge*

ii. *Strategy 2: Develop a path for learning*

iii. *Strategy 3: Conduct educational learning lessons*

iv. *Strategy 4: Develop an understanding of board responsibilities*

c. **Objective 3 Board Engagement; create a culture of engagement and accountability**

i. *Strategy 1: Identify those areas of opportunity for engagement*

ii. *Strategy 2: Define the Firehouse culture*

iii. *Strategy 3: Expand requirements and commitments*

3. Goal 3: Relevancy

Plan a unique series of community programs, and events that will provide an opportunity to reintroduce the Firehouse brand and legacy and set the stage for the future partnerships. By developing new community-based partnerships, the

Firehouse will grow by providing relevant experiences for communities of interest and new audiences.

- a. Objective 1 Define what is relevant and irrelevant in our community
 - i. *Strategy 1: Survey current faculty, staff, students, and community to understand the overall opinion.*
 - ii. *Strategy 2: Assess attendance from current and previous programs, events, and classes.*
 - iii. *Strategy 3: Collect data from other community events and programs to determine what is relevant.*
- b. Objective 2 Identify Communities of Interests
 - i. *Strategy 1: Plan potential partnerships with cultural groups that share our commitment to education, DEI culture, and health and wellness.*
 - ii. *Strategy 2: Observing other arts organizations and their relevant partnerships.*
 - iii. *Strategy 3: Appealing to multiple new or previous audiences. i.e., potters, pet owners, park enthusiasts, etc.*
- c. Objective 3 Establish Firehouse Values
 - i. *Strategy 1: Determine values through focus groups comprised of faculty, staff, board, and community members.*
 - ii. *Strategy 2: Create opportunities to develop shared values with our current and future audiences.*
 - iii. *Strategy 3: Growing our future audiences through our values and new partnerships.*



Norman Firehouse Art Center

Statement of Activity

September 2021 - August 2024

	SEP 2021 - AUG 2022	SEP 2022 - AUG 2023	SEP 2023 - AUG 2024	TOTAL
Revenue				
4000 Contributions	3,261.46	21,777.22	74,451.53	\$99,490.21
4100 Investment Income	10,467.55	10,961.08	12,617.83	\$34,046.46
4200 Support	192,687.04	219,607.49	257,587.75	\$669,882.28
4300 Memberships	10,100.00	18,100.00	7,150.00	\$35,350.00
4400 Classes	97,909.99	113,579.25	155,261.78	\$366,751.02
4500 Sales	16,921.71	20,653.43	25,600.79	\$63,175.93
4600 Special Events Income			3,643.00	\$3,643.00
4800 Other Revenues	-20,264.10	8,637.55	16,339.57	\$4,713.02
4850 In-Kind Revenues	77,300.00	77,300.00	108,300.00	\$262,900.00
4999 Funds Released from Restriction			25,000.00	\$25,000.00
Total Revenue	\$388,383.65	\$490,616.02	\$685,952.25	\$1,564,951.92
Cost of Goods Sold				
5001 Cost of Goods Sold		274.78	1,397.20	\$1,671.98
Total Cost of Goods Sold	\$0.00	\$274.78	\$1,397.20	\$1,671.98
GROSS PROFIT	\$388,383.65	\$490,341.24	\$684,555.05	\$1,563,279.94
Expenditures				
5000 Salary Wages	149,612.45	186,558.25	207,314.16	\$543,484.86
5100 Payroll Expenses	20,579.86	33,267.49	44,861.68	\$98,709.03
5300 Professional Services	77,252.63	77,241.93	109,679.82	\$264,174.38
5350 Travel	7,270.24	1,819.26	11,909.07	\$20,998.57
5400 Supplies	6,780.07	14,689.02	20,455.92	\$41,925.01
5412 Exhibit Programming Expense		20,288.05	24,410.45	\$44,698.50
5413 Exhibition Expense			4,354.21	\$4,354.21
5450 Postage	631.88	905.77	1,370.65	\$2,908.30
5500 Occupancy Expenses	19,234.38	17,753.69	26,501.17	\$63,489.24
5600 Membership Discounts-Tuition	1,719.99	1,845.20	1,496.17	\$5,061.36
5601 Member Discount-Gift/Gallery	266.78	436.66	1,436.96	\$2,140.40
5630 Other Discounts	10.52	572.64	147.29	\$730.45
5900 Printing	51.53	2,581.77	2,159.43	\$4,792.73
6000 Advertising	2,889.23	1,680.88	2,259.59	\$6,829.70
6001 Marketing	2,437.64	2,353.34	3,572.89	\$8,363.87
6004 Staff Appreciation			941.22	\$941.22
6010 Awards and Gifts	93.86	259.07	400.00	\$752.93
6015 Entertainment/Recruiting	740.95	315.00	819.99	\$1,875.94
6017 Entertainment/Food	1,312.89	3,599.43	1,360.97	\$6,273.29
6020 Bank Service Charges		72.92		\$72.92
6021 Credit Card Fees	4,439.51	4,895.15	3,328.42	\$12,663.08
6030 Insurance	10,961.39	9,488.63	9,076.14	\$29,526.16
6150 City/Chamber Events	0.00		40.46	\$40.46



Norman Firehouse Art Center

Statement of Activity

September 2021 - August 2024

	SEP 2021 - AUG 2022	SEP 2022 - AUG 2023	SEP 2023 - AUG 2024	TOTAL
6200 Special Events Expense	100.00	1,703.04	5,598.20	\$7,401.24
6210 Dues and Subscriptions	699.00	2,614.68	2,101.55	\$5,415.23
6220 Equipment Acquisition	736.92	1,550.76		\$2,287.68
6230 Technology	6,479.15	2,594.02	7,845.63	\$16,918.80
6500 Depreciation	5,697.18	6,356.22	7,943.11	\$19,996.51
6660 In-Kind Expenses	77,300.00	77,300.00	108,300.00	\$262,900.00
Total Expenditures	\$397,298.05	\$472,742.87	\$609,685.15	\$1,479,726.07
NET OPERATING REVENUE	\$ -8,914.40	\$17,598.37	\$74,869.90	\$83,553.87
NET REVENUE	\$ -8,914.40	\$17,598.37	\$74,869.90	\$83,553.87

Breakdown of Revenues by Category

	FY 23/24	% of Revenue
Grants & Contributions		
Indiv/Corp Donations	74,451.53	11.60%
Investment Income	12,617.83	1.90%
Other Revenues	6,256.59	1%
Grants/Government Support	257,587.75	40.40%
In-Kind Donations	77,300.00	12%
Funds Released from Restriction	25,000.00	3.80%
Total Grants & Contributions	453,213.70	70.70%
Charged Services Funding		
Membership Dues	7,150.00	1.10%
Class Tuition & Material Fees	155,261.78	24.20%
Gallery & Gift Shop Sales	25,600.79	4%
Total Charged Services Funding	188,012.57	29.30%
Total Income End of Fiscal Year	\$641,226.27	100%



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 06/25/2024

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF THE ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF A DONATION IN THE AMOUNT OF \$120,652, FOR PATIO RENOVATIONS AND SECURITY UPGRADES AT THE NORMAN FIREHOUSE ARTS CENTER, LOCATED AT 444 SOUTH FLOOD AVENUE.

SH/MP 9/10

BACKGROUND:

The Norman Firehouse Arts Center approached the City of Norman regarding a patio renovation project and an upgrade of the security system at the City-owned facility within Lion's Park at 444 South Flood Avenue. The donation is valued at \$120,652 with grants from the Kirkpatrick Family Fund, ARPA funds from the Oklahoma Arts Council, Firehouse Art Center, Zarrow Family Foundation, and the City of Norman Parks and Recreation Department.

The Norman Board of Park Commissioners recommended on June 6, 2024, that the City Council accept this donation for a patio renovation and upgrades to the security system at the Firehouse Art Center.

DISCUSSION:

Chapter 12, Section 12-110 states that the City Council must first accept any item donated to the City with a value above \$250. Furthermore, Chapter 2, Section 2-311 states that "the City shall accept all donations of public art, as defined herein, that are made in accordance with article I, section 4 of the Charter. . ." Article I, Section 4 of the City Charter allows the City to "receive bequests, gifts, and donations of all kinds of property in fee simple or trust for charitable or public purposes and perform all acts necessary to carry out the purposes of such bequests, gifts, donations or trusts, with power to manage, sell, lease or otherwise dispose of same in accordance with the terms of the bequest, gift, donation, or trust."

Project 1: Kirkpatrick Pottery Patio and Security System

The Kirkpatrick Pottery Patio and Security System funding will consist of a \$10,000 grant from the Kirkpatrick Family Fund, a \$74,152 grant from the American Rescue Plan Act Funds from the Oklahoma Arts Council, a \$11,500 Firehouse Arts Center Cash Contribution from the remaining grant funds from the Zarrow Family Foundation, and in-kind donation of \$25,000 from Parks and Rec for project management and concrete.

The project will entail renovating the Firehouse Art Center kiln yard, which currently functions as a storage area, into a small outdoor event space with a functional gas kiln and space for the newly acquired clay mixer. The renovations will include replacing the outer wall and roof of the kiln yard, adding an outdoor gas kiln and an entry door, and commissioning murals for the outer wall. This new area will provide additional space to host guests during events and create a welcoming atmosphere for students.

The renovation of the kiln yard will also include concrete work to repair the walkway to one of the main entrances. These repairs would make the kiln yard and outdoor walkways around the building safer and more accessible. In addition to the new Pottery Patio, the Firehouse plans to install a new security system with eighteen indoor and outdoor cameras. The update to the security system will increase the safety for faculty and students attending Firehouse classes after hours. The security improvements will also make it safer for the Firehouse to commission public art outside the building and display artwork more securely in the gallery and gift shop.

Project 2: Flood Avenue Patio

The Firehouse Art Center Board of Directors has voted to approve an allocation of \$25,000 to develop a patio on Flood Avenue in front of the original Firehouse entrance. The City has agreed to assist with the concrete for the patio and the construction that needs to take place to add a new garage door.

This is a \$120,652 donation to the Firehouse Art Center building at 444 South Flood Avenue.

RECOMMENDATION:

Staff recommends acceptance of the donation valued at \$120,652 for the renovation of the Patio Areas and an upgraded Security System at the Firehouse Art Center.



CITY OF NORMAN, OK STAFF REPORT

MEETING DATE: 08/13/2024

REQUESTER: Jason Olsen, Director of Parks and Recreation

PRESENTER: Jason Olsen, Director of Parks and Recreation

ITEM TITLE: CONSIDERATION OF THE ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF A DONATION IN THE AMOUNT OF \$23,855.00 FOR A MURAL TO BE PAINTED ON THE SOUTH EXTERIOR WALL AT THE NORMAN FIREHOUSE ARTS CENTER, LOCATED AT 444 SOUTH FLOOD AVENUE

SH/MP 9/0

BACKGROUND:

The Norman Firehouse Arts Center approached the City of Norman Parks and Recreation Department regarding a mural on the facility's south exterior wall in Lion's Park at 444 South Flood Avenue. The public art donation is valued at \$23,855 and is commissioned by the Firehouse Art Center Board of Directors.

In August of 2023, the City Council approved a separate mural painted on the exterior of the west side of the Firehouse Art Center. The mural is now known as "Huichol Boy" and was completed in October 2023.

The Norman Board of Park Commissioners unanimously recommended on August 6, 2024, that the City Council accept this donation for a mural on the south exterior wall at the Firehouse Art Center.

DISCUSSION:

Chapter 12, Section 12-110 states that the City Council must first accept any item donated to the City with a value above \$250. Furthermore, Chapter 2, Section 2-311 states that "the City shall accept all donations of public art, as defined herein, that are made in accordance with article I, section 4 of the Charter. . ." Article I, Section 4 of the City Charter allows the City to "receive bequests, gifts, and donations of all kinds of property in fee simple or trust for charitable or public purposes and perform all acts necessary to carry out the purposes of such bequests, gifts, donations or trusts, with power to manage, sell, lease or otherwise dispose of same in accordance with the terms of the bequest, gift, donation, or trust."

Project: Mural on the South Wall of Firehouse Art Center

The Firehouse Art Center has commissioned Carlos Barboza to produce a mural on the South Wall of our building at 444 South Flood Avenue, Norman, OK 73069. The mural will pay homage to the building's history as a Firestation and its current use as an art facility for the City of Norman. The installation would take approximately 14 days to complete (weather permitting). He will use the best quality enamel spray paint in the market (Montana Gold) to ensure the art remains vibrant and long-lasting. Also, he will be applying a clear-coat UV/Graffiti application to preserve the mural. The Parks and Recreation Department would assist by loaning their lift to complete the mural. In total, this donation is \$23,855.00.

This is a \$23,855.00 Public Art donation at the Firehouse Art Center building at 444 South Flood Avenue.

RECOMMENDATION:

Staff recommends acceptance of the Public Art donation valued at \$23,855.00 for a Mural to be Painted on the Southside of the Firehouse Art Center.

YTD Profit & Loss Comparison

September 2023 - August 2024

			Total
	Sep 2023 - Aug 2024	Sep 2022 - Aug 2023 (PY)	Change
REVENUE			
4000 Contributions			
4002 Business/Corp./Fdns/Sponsors	67,609.82	13,400.00	54,209.82
4003 Individuals	3,623.96	6,377.22	-2,753.26
4008 Donor Restricted Contributions	3,217.75	2,000.00	1,217.75
Total 4000 Contributions	74,451.53	21,777.22	52,674.31
4100 Investment Income			
4110 Endowment Income	12,617.83	10,961.08	1,656.75
Total 4100 Investment Income	12,617.83	10,961.08	1,656.75
4200 Support			
4201 City	120,000.00	120,000.00	0.00
4202 State Oklahoma Arts Council	36,958.00	34,219.00	2,739.00
4203 National	10,000.00		10,000.00
4204 Norman Arts Council	45,029.75	23,625.00	21,404.75
4206 Allied Arts-Allocation	25,600.00	19,391.49	6,208.51
4208 Allied Arts-Grants	20,000.00	15,000.00	5,000.00
4209 Other Support	0.00	7,372.00	-7,372.00
Total 4200 Support	257,587.75	219,607.49	37,980.26
4300 Memberships			
4302 General Public Members	6,550.00	15,400.00	-8,850.00
4303 Board Members	600.00	2,700.00	-2,100.00
Total 4300 Memberships	7,150.00	18,100.00	-10,950.00
4400 Classes			
4401 Materials Income	14,205.51	9,512.51	4,693.00
4403 Tuition	156,907.70	110,755.99	46,151.71
4404 Cancellation Refunds	-15,851.43	-6,689.25	-9,162.18
Total 4400 Classes	155,261.78	113,579.25	41,682.53
4500 Sales			
4501 Gallery Sales		2,600.00	-2,600.00
4503 Gift Shop Sales	25,600.79	18,053.43	7,547.36
Total 4500 Sales	25,600.79	20,653.43	4,947.36
4600 Special Events Income	3,643.00		3,643.00
4800 Other Revenues			
4801 Interest Income	2,613.59	2,417.17	196.42
4807 Other Misc. Revenue		221.72	-221.72
4809 Unrealized Gain/Loss on Invest		5,998.66	-5,998.66
Total 4800 Other Revenues	2,613.59	8,637.55	-6,023.96
4850 In-Kind Revenues	77,300.00	77,300.00	0.00
4999 Funds Released from Restriction	25,000.00		25,000.00

	Sep 2023 - Aug 2024	Sep 2022 - Aug 2023 (PY)	Total Change
Total Revenue	641,226.27	490,616.02	150,610.25
COST OF GOODS SOLD			
5001 Cost of Goods Sold	1,397.20	274.78	1,122.42
Total Cost of Goods Sold	1,397.20	274.78	1,122.42
GROSS PROFIT	639,829.07	490,341.24	149,487.83
EXPENDITURES			
5000 Salary Wages	207,314.16	186,558.25	20,755.91
5100 Payroll Expenses			
5101 Benefits and Vacation	19,025.34	17,623.74	1,401.60
5102 Taxes	17,133.16	15,643.75	1,489.41
Total 5100 Payroll Expenses	36,158.50	33,267.49	2,891.01
5300 Professional Services			
5301 Accounting	22,252.00	23,721.00	-1,469.00
5303 Design	1,538.50	5,935.04	-4,396.54
5305 Artist Commission	17,524.83	8,439.29	9,085.54
5306 Instructor Fees	63,910.81	34,678.80	29,232.01
5308 Other Professional Fees	1,449.49	3,504.80	-2,055.31
5309 Programming Assistants		-20.00	20.00
5310 Misc. Services	3,721.99	983.00	2,738.99
Total 5300 Professional Services	110,397.62	77,241.93	33,155.69
5350 Travel			
5351 Business Meals	2,355.74	20.87	2,334.87
5352 Room & Board	769.49		769.49
5353 Transportation	2,282.01	550.98	1,731.03
5354 Conferences/Staff Retreat	7,910.04	1,247.41	6,662.63
Total 5350 Travel	13,317.28	1,819.26	11,498.02
5400 Supplies			
5401 Art Materials	14,941.74	9,982.48	4,959.26
5404 Office Supplies	5,208.78	4,706.54	502.24
5416 Health & Safety	616.46		616.46
Total 5400 Supplies	20,766.98	14,689.02	6,077.96
5412 Exhibit Programming Expense	15,682.32	20,288.05	-4,605.73
5413 Exhibition Expense	6,411.12		6,411.12
5450 Postage	2,461.30	905.77	1,555.53
5500 Occupancy Expenses			
5501 Janitorial	7,187.64	7,124.16	63.48
5502 Copier	605.57	327.16	278.41
5503 Repairs and Maintenance	10,923.23	867.44	10,055.79
5505 Telephone/Internet	1,775.80	1,671.12	104.68
5506 Security System	772.96	1,345.63	-572.67
5507 Rent	384.36	1,063.33	-678.97
5508 OG&E	3,555.46	2,859.01	696.45

			Total
	Sep 2023 - Aug 2024	Sep 2022 - Aug 2023 (PY)	Change
5509 ONG	879.19	1,030.09	-150.90
5510 Utilities	416.96	1,465.75	-1,048.79
Total 5500 Occupancy Expenses	26,501.17	17,753.69	8,747.48
5600 Membership Discounts-Tuition	1,496.17	1,845.20	-349.03
5601 Member Discount-Gift/Gallery	1,436.96	436.66	1,000.30
5630 Other Discounts	147.29	572.64	-425.35
5900 Printing	2,217.17	2,581.77	-364.60
6000 Advertising	2,681.54	1,680.88	1,000.66
6001 Marketing	3,572.89	2,353.34	1,219.55
6004 Staff Appreciation	941.22		941.22
6010 Awards and Gifts	400.00	259.07	140.93
6015 Entertainment/Recruiting	855.15	315.00	540.15
6017 Entertainment/Food	1,460.10	3,599.43	-2,139.33
6020 Bank Service Charges		72.92	-72.92
6021 Credit Card Fees	3,370.42	4,895.15	-1,524.73
6030 Insurance			
6032 Liability	8,264.50	7,740.47	524.03
6033 Workers' Compensation	811.64	1,748.16	-936.52
Total 6030 Insurance	9,076.14	9,488.63	-412.49
6150 City/Chamber Events	40.46		40.46
6200 Special Events Expense	6,098.20	1,703.04	4,395.16
6210 Dues and Subscriptions	2,101.55	2,614.68	-513.13
6220 Equipment Acquisition		1,550.76	-1,550.76
6230 Technology			
6231 Computer Equipment	499.10	105.86	393.24
6232 Website & Software Expenses	6,416.74	2,488.16	3,928.58
6233 Digital Cameras & Misc Equip	929.79		929.79
Total 6230 Technology	7,845.63	2,594.02	5,251.61
6500 Depreciation	7,185.76	6,356.22	829.54
6660 In-Kind Expenses	77,300.00	77,300.00	0.00
Total Expenditures	567,237.10	472,742.87	94,494.23
NET OPERATING REVENUE	72,591.97	17,598.37	54,993.60
NET REVENUE	\$72,591.97	\$17,598.37	\$54,993.60

Balance Sheet Comparison

As of August 31, 2024

	As of Aug 31, 2024	As of Aug 31, 2023 (PY)	Total Change
ASSETS			
Current Assets			
Bank Accounts			
1000 Armstrong Bank	173,665.49	318,533.01	-144,867.52
1001 Arvest Bank Money Market Acct.	0.00	20,720.33	-20,720.33
1003 PayPal	48.51	252.25	-203.74
1004 BancFirst Business Essentials Acct	41,808.82		41,808.82
1005 First United Acct	70,376.04	107,257.05	-36,881.01
1010 Valliance Money Market Acct	0.00	20,460.42	-20,460.42
1250 Petty Cash Fund	230.85	252.80	-21.95
Total Bank Accounts	286,129.71	467,475.86	-181,346.15
Accounts Receivable			
1200 Accounts Receivable	121,000.00	5,875.00	115,125.00
Total Accounts Receivable	121,000.00	5,875.00	115,125.00
Other Current Assets			
1121 Inventory	2,587.47	2,132.70	454.77
1225 Prepaid Insurance & Other Items	10,980.36	3,690.93	7,289.43
Total Other Current Assets	13,567.83	5,823.63	7,744.20
Total Current Assets	420,697.54	479,174.49	-58,476.95
Fixed Assets			
1301 Art Murals	43,360.00		43,360.00
1305 Other Property and Equipment	90,625.65	38,319.98	52,305.67
1310 Leasehold Improvements	78,855.63	20,928.63	57,927.00
1315 Memorial Gardens	19,150.21	19,150.21	0.00
1350 Accumulated Depreciation	-59,426.46	-52,240.70	-7,185.76
Total Fixed Assets	172,565.03	26,158.12	146,406.91
Other Assets			
1400 Investments	164,663.70	164,663.70	0.00
Total Other Assets	164,663.70	164,663.70	0.00
TOTAL ASSETS	\$757,926.27	\$669,996.31	\$87,929.96

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 Accounts Payable	36,842.91	2,971.54	33,871.37
Total Accounts Payable	36,842.91	2,971.54	33,871.37

Credit Cards

2005 VISA Corporate Card	4,368.41	1,062.67	3,305.74
Total Credit Cards	4,368.41	1,062.67	3,305.74

			Total
	As of Aug 31, 2024	As of Aug 31, 2023 (PY)	Change
Other Current Liabilities			
2100 Payroll Liabilities	2,786.40	1,649.28	1,137.12
2110 Accrued Artists Commissions	450.45	509.93	-59.48
2112 Accrued Other Liabilities	0.00	400.00	-400.00
2120 Deferred Tuition & Other	27,601.44	24,592.00	3,009.44
2195 Certificates-Gift	0.00	500.00	-500.00
2200 Sales Tax Payable	56.58	82.78	-26.20
Total Other Current Liabilities	30,894.87	27,733.99	3,160.88
Total Current Liabilities	72,106.19	31,768.20	40,337.99
Total Liabilities	72,106.19	31,768.20	40,337.99
Equity			
3900 Net Assets Without Donor Restriction	613,228.11	595,629.74	17,598.37
3901 Net Assets with Donor Restriction	0.00	25,000.00	-25,000.00
Net Revenue	72,591.97	17,598.37	54,993.60
Total Equity	685,820.08	638,228.11	47,591.97
TOTAL LIABILITIES AND EQUITY	\$757,926.27	\$669,996.31	\$87,929.96

**Norman Firehouse Art
Center, Inc.
Approved Budget FY 24-25**

	FY 24-25
	Approved Budget
Revenue	
4000 Contributions	
4002 Business/Corp./Fdns/Sponsors	\$ 102,034.00
4003 Individuals	\$ 20,000.00
Total 4000 Contributions	\$ 122,034.00
4100 Investment Income	
4110 Endowment Income	\$ 12,500.00
Total 4100 Investment Income	\$ 12,500.00
4200 Support	
4201 City	\$ 150,000.00
4202 State Oklahoma Arts Council	\$ 37,000.00
4203 National Endowment of the Arts	\$ -
4204 Norman Arts Council	\$ 22,000.00
4206 Allied Arts-Allocation	\$ 25,600.00
4208 Allied Arts-Grants	\$ 15,000.00
4209 Other Support	\$ 2,500.00
Total 4200 Support	\$ 252,100.00
4300 Memberships	
4302 General Public Members	\$ 5,000.00
4303 Board Members	\$ 2,000.00
Total 4300 Memberships	\$ 7,000.00
4400 Classes	
4401 Materials Income	\$ 15,000.00
4403 Tuition	\$ 175,000.00
4404 Cancellation Refunds	\$ (15,000.00)
Total 4400 Classes	\$ 175,000.00
4500 Sales	
4501 Gallery Sales	
4503 Gift Shop Sales	\$ 30,000.00
Total 4500 Sales	\$ 30,000.00
4800 Other Revenues	
4801 Interest Income	\$ 3,000.00
4807 Other Misc. Revenue	
Total 4800 Other Revenues	\$ 3,000.00
4850 In-Kind Revenues	\$ 77,300.00
4999 Funds Released from Restriction	
Total Revenue	\$ 678,934.00
Cost of Goods Sold	
5001 Cost of Goods Sold	
Total Cost of Goods Sold	\$ -
Gross Profit	\$ 678,934.00

Expenditures	
5000 Salary Wages	\$ 286,050.00
5100 Payroll Expenses	
5101 Benefits and Vacation	\$ 19,000.00
5102 Taxes	\$ 24,784.00
Total 5100 Payroll Expenses	\$ 43,784.00
5300 Professional Services	
5301 Accounting	\$ 31,000.00
5303 Design	\$ 2,000.00
5305 Artist Commission	\$ 21,000.00
5306 Instructor Fees	\$ 65,000.00
5308 Other Professional Fees	\$ 2,500.00
5310 Misc. Services	\$ 19,000.00
Total 5300 Professional Services	\$ 140,500.00
5350 Travel	
5351 Business Meals	\$ 2,500.00
5352 Room & Board	\$ 1,000.00
5353 Transportation	\$ 2,500.00
5354 Conferences/Staff Retreat	\$ 8,000.00
Total 5350 Travel	\$ 14,000.00
5400 Supplies	
5401 Art Materials	\$ 14,500.00
5404 Office Supplies	\$ 2,500.00
5416 Health & Safety	\$ 500.00
Total 5400 Supplies	\$ 17,500.00
5412 Exhibit Programming Expense	\$ 20,000.00
5413 Exhibition Expenses	\$ 4,000.00
5450 Postage	\$ 2,500.00
5500 Occupancy Expenses	
5501 Janitorial	\$ 7,000.00
5502 Copier	\$ 350.00
5503 Repairs and Maintenance	\$ 500.00
5505 Telephone/Internet	\$ 2,000.00
5506 Security System	\$ 2,500.00
5507 Rent	\$ -
5508 OG&E	\$ 3,500.00
5509 ONG	\$ 1,000.00
5510 Utilities	\$ 500.00
Total 5500 Occupancy Expenses	\$ 17,350.00
5600 Membership Discounts-Tuition	\$ 1,500.00
5601 Member Discount-Gift/Gallery	\$ 1,000.00
5630 Other Discounts	\$ 150.00
5900 Printing	\$ 2,000.00
6000 Advertising	\$ 3,500.00
6001 Marketing	\$ 5,000.00
6004 Staff and Faculty Appreciation	\$ 1,000.00
6010 Awards and Gifts	\$ 500.00
6015 Entertainment/Recruiting	\$ 1,000.00

6017 Entertainment/Food	\$ 1,000.00
6021 Credit Card Fees	\$ 3,000.00
6030 Insurance	
6032 Liability	\$ 8,250.00
6033 Workers' Compensation	\$ 850.00
Total 6030 Insurance	\$ 9,100.00
6150 City/Chamber Events	\$ 200.00
6200 Special Events Expense	\$ 3,000.00
6210 Dues and Subscriptions	\$ 2,500.00
6230 Technology	
6231 Computer Equipment	\$ 500.00
6232 Website & Software Expenses	\$ 7,500.00
6233 Digital Cameras & Misc Equip	\$ 500.00
Total 6230 Technology	\$ 8,500.00
6400 Fundraising	\$ 5,400.00
6500 Depreciation	\$ 7,500.00
6660 In-Kind Expenses	\$ 77,300.00
6700 Miscellaneous Expense	\$ 100.00
Total Expenditures	\$ 678,934.00
Net Operating Revenue	\$ -