



the
DEPOT

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

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Report to City of Norman Finance Committee February 1, 2024

The Depot is thrilled to continue its partnership with the City of Norman to care for the Historic Santa Fe Depot and to be such a vital part of our community. 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 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, 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 Night - Every Third Thursday come and laugh with standup, sketch comedy, musical comedy and improv.
- Depot Poetry - we recently received a gift to bring back our poetry program currently in the planning stages.
- 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 22-23 fiscal year the Depot was awarded \$5,600 to assist in these operations. This funding was allocated as follows:

\$3000 - to partially cover staff hours spent directly serving AMTRAK customers

\$2000 - to partially cover the costs associated with weekly cleans of the Depot

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

\$5600 - TOTAL ALLOCATION FOR 22-23

REQUEST FOR 2024-2025: \$50,700

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:

\$18,100 - Hourly staffing for office hours (10am to 2pm Wed - Sat) to handle AMTRAK and weekend rental requests, staff hours for cleaning and preparation of the Depot for AMTRAK waiting room hours and community events.

\$600 - Security/Alarm services

\$800 - Bi-annual window cleaning

\$1,200 - Outdoor banner/signage printing

\$30,000 - Partial salary 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. (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 do understand that this is a departure from prior years funding, but feel that this support is warranted for the following reasons:

- There is precedent for this type funding to ensure the stability of other organizations housed in city facilities such as the Sooner Theatre, Firehouse Arts Center and the Moore-Lindsay Historical House.
- 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.



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REVENUE GENERATED TO COVER ADMINISTRATIVE COSTS:

RENTAL REVENUE(22-23): \$41,042

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

\$175/hour Friday/Saturday/Sunday

\$125/hour Monday-Thursday

Rentals are a minimum of two hours and incur an additional \$75 cleaning fee.

Rental revenue covered 46% of our administrative overhead. Commissions on art shown from our Gallery Shows covered another 8%, 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 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 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	
Bank Fees (deleted)	20.00
Contract Services	755.00
Deposit refund	11,695.11



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July 2022 - June 2023

	TOTAL
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
Hourly Wages	42,928.54
Salaries	24,999.96
Taxes	5,275.25
Total Payroll Expenses	73,513.75
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
Program Costs	1,475.00
Advertising	717.02
Artist Commissions (65%)	15,634.60
Artist Fees	21,987.00
Equipment Rental	4,232.13
Lodging	1,074.85
Meals	920.18
Permit	492.63
Refreshments	963.18
Sound/Technical Services	9,025.00
Travel	224.00
Total Program Costs	56,745.59
QuickBooks Payments Fees (deleted)	12.87
Square Fees	3,331.22
Subscriptions	3,543.27
Supplies	92.41
Amtrack	587.01
Office	2,729.94
Other	934.45
Total Supplies	4,343.81
Ticket Refund	82.45



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Statement of Activity

July 2022 - June 2023

	TOTAL
Uncategorized Expenditure	374.38
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