



2022 ANNUAL REPORT

TFA

PREPARED BY

Amber Litwack, Ph.D.
Executive Director



a year's overview

WHERE WE ARE NOW

TFA Strategic Goals & Accomplishments

GOAL 1

SYSTEMATICALLY PROCESS, CATALOG, AND DIGITIZE THE TFA ARCHIVES TO EXPAND AVAILABILITY BOTH ONLINE AND VIA APPOINTMENT.

- TFA secured \$47,000 in funding to support The George R. Kravis II Architectural Archives - \$25,000 from the Raymond and Bessie Kravis Foundation, \$20,000 from The Oklahoma Historical Society, and \$2000 in required matching funds from W Design.
- A highly qualified contract Archivist, Malinda Blank, was hired and trained.
- Using grant funds, much needed archival software and equipment was upgraded.
- TFA put systems in place to ensure our archival processes are in line with AAM best practices.
- TFA conducted a full audit and update of existing archival records in 2022.
- TFA transferred existing archival data to the latest version of Past Perfect, which allows our archival database to be fully searchable online via the TFA website.
- TFA scanned and digitized 444 projects, consisting of 6973 individual items in 2022.

GOAL 2

ADVOCATE FOR THE PRESERVATION AND REHABILITATION OF OKLAHOMA'S SIGNIFICATION ARCHITECTURE.

- TFA's Executive Director completed a series of workshops through the Oklahoma SHPO to increase her knowledge of the process of utilizing Historic Tax Credits.
- TFA's Executive Director serves as a voice for historic preservation on various committees, such as The Tulsa Route 66 Commission and The Center of the Universe Stakeholder Committee.
- TFA's Executive Director connected with Rosin Preservation to learn more about their extensive work in Tulsa and to serve as a resource, when needed.
- TFA regularly includes information about historic preservation and Historic Tax Credits as part of tours and speaking engagements.
- TFA's Executive Director connected with Michael Phillips from the National Trust for Historic Preservation and receives regular advocacy alerts from the National Trust. She takes action on these alerts by contacting elected officials, when appropriate.
- TFA's Executive Director connected with Felicity Good, Historic Preservation Planner for The City of Tulsa, and is currently in discussion about how TFA can work collaboratively with the city to help advance historic preservation.

a year's overview

WHERE WE ARE NOW

TFA Strategic Goals & Accomplishments

GOAL 3

SUSTAIN TFA THROUGH BROAD-BASED FUNDRAISING EFFORTS THAT MEET OPERATIONAL NEEDS AND ALLOW THE ORGANIZATION TO EXPAND ITS MISSION-DRIVEN WORK.

- TFA's total fundraising goal for 2022 was \$189,000 in grants, sponsorships, and donations. TFA exceeded this goal by raising over \$200,000 in 2022.
- For the sake of comparison, TFA raised a total of \$46,717 in grants, sponsorships, and donations in 2019 (the last "normal" year before the pandemic). In 2022, TFA fundraising increased by 327%.
- TFA created a signature fundraising event in 2022: TFA's Haunting Halloween Bash and fundraising chairs for the 2023 event have been secured.
- TFA raised more in 2022 than any other single year since the organization's inception.

GOAL 4

IMPLEMENT CONSISTENT MARKETING EFFORTS THAT ENGAGE TFA AUDIENCES IN ORDER TO DRIVE PROGRAM PARTICIPATION, SALES, AND INCREASED BRAND/MISSION AWARENESS.

- TFA makes daily posts on both Facebook and Instagram. In 2022, Instagram followers nearly doubled organically to 4,422 and Facebook followers increased to 14,026.
- In the last 90 days of 2022, accounts reached on TFA's Instagram were up 43% to 9406.
- In the last 30 days of 2022, TFA's Facebook page reach was up 73.5% to 33,100.
- In 2022, TFA was featured by KTUL, KOTV, KJRH, FOX23, The Tulsa World, Tulsa People, Tulsa Kids, and Public Radio Tulsa.
- TFA's Executive Director presented to corporate and civic groups 10 times in 2022, reaching an audience of over 2,000.
- TFA Membership increased by 28% to 371 active members compared to 289 in 2019.
- TFA's bimonthly enews has audience of nearly 10,000 with an average open rate of 52%.
- TFA formed marketing partnerships in 2022 with Root Tulsa, Tulsa Go, and Tulsa Kids.
- Eventbrite (TFA's ticketing platform) Analytics show that in 2022, TFA had 45,767 page views, compared to a total of 9,549 in 2019 (an increase of 379%).

a year's overview

WHERE WE ARE NOW

TFA Strategic Goals & Accomplishments

GOAL 5

CREATE STRATEGIC MESSAGING TO POSITION TFA AS THE PRIMARY NONPROFIT ORGANIZATION IN TULSA FOR ARCHITECTURE, DESIGN, AND HISTORIC PRESERVATION.

- The 2022 TFA Marketing Plan includes brand voice, regular campaigns, and social media strategies that were developed strategically to meet the above goal.
- Strategic messaging campaigns include Throwback Thursday (focused on Tulsa's architectural history), Preservation Highlights, and "value added" tour and program ads. TFA also reposts pertinent information that reenforces our strategic messaging.
- During speaking engagements and program/tour introductions, The TFA Executive Director makes a statement that highlights TFA's position as the primary nonprofit in Tulsa for architecture, design, and advocacy for historic preservation.

GOAL 6

REGULARLY HOST A DIVERSE ARRAY OF ARCHITECTURE AND DESIGN BASED PROGRAMMING AND EVENTS FOR ALL AGES IN THE COMMUNITY AND AT THE TULSA CENTER FOR ARCHITECTURE AND DESIGN TO MEET STRATEGIC OUTCOMES AND GENERATE REVENUE.

- TFA launched seven new public programs in 2022. Two of these programs are monthly series (Drafts & Design & Distinctive Dwellings), and the other five will occur annually or at other intervals (Historic Hotel Crawl, CAMP ARCHITECTURE, TFA Exhibitions, a formal docent training program, and TFA Cocktail Classes in partnership with The Vault).
- TFA public programs served 2331 diverse guests in 2022 (many of whom had never interacted with TFA). This represents an increase of 400% from 2019 where 466 guests were served through public programs.
- TFA public programs generated \$68,854 in gross revenue, an increase of 523% from 2019 when \$11,055 was generated from public programs.
- TFA public tours served 2880 guests in 2022. Public tour revenue was \$59,674, an increase of 21% from 2019.
- TFA private tours generated \$10,165 in revenue in 2022.
- 2022 Tour and Program participant survey results indicate that we met or exceeded all of our desired outcomes (see page 07 of this report for more detailed information).

a year's overview

WHERE WE ARE NOW

TFA Strategic Goals & Accomplishments

GOAL 7

FORM PROGRAMMATIC PARTNERSHIPS WITH A DIVERSE GROUP OF INDIVIDUALS AND ORGANIZATIONS TO EXPAND TFA AUDIENCES AND SUPPORT TFA PROGRAMS.

- TFA formed 42 new partnerships in 2022:
 - DRAFTS & DESIGN: Eerie Abbey Ales, Nothing's Left Brewery, America Solera, Cabin Boy's Brewery, Heirloom Rustic Ales, Anthousai Florals, Rachel Rector, Beth Henley/Black Moon Tulsa, Allison Lackner, and Taryn Singleton.
 - DISTINCTIVE DWELLINGS: Dan Martin, Realtor (Adah Robinson House), Rose Rock Development Partners, and owners of Miss Jackson's House, The Osher House, Goff's Frank House, Goff's Adams House, and Lady Lorton.
 - TOURS/CRAWLS/EVENTS: The Church Studio, Price Family Properties, Owen Park Neighborhood, Pershing Studios, 21 1/2 Boutique Hotel, Duets Bed & Breakfast, The Campbell Hotel, The Tulsa Club Hotel, The Gilcrease Gillies, Whitty Books, Harwelden Mansion, The Dresser Mansion, Holburton School, Spotlight Theater, Waterworks Art Center, The Ambassador Hotel, and CTX Coffee (Sapulpa).
 - COCKTAIL CLASSES: The Vault/Libby Billings.
 - CAMP ARCHITECTURE: INCOG, Green Acorn LLC, Selser Schaefer, KKT & GH2.
 - EXHIBITIONS: Anitra Lavanhar and Hershel Self.

GOAL 8

TAKE INTENTIONAL STEPS TOWARDS MAKING TFA A MORE DIVERSE, EQUITABLE, ACCESSIBLE AND INCLUSIVE ORGANIZATION.

- In early 2022, The TFA Board of Trustees Completed DEI training facilitated by The Oklahoma Center for Community Justice (OCCJ).
- OCCJ worked with The TFA Board and ED to develop TFA's first DEI statement to guide the organization's DEI efforts moving forward.
- TFA's ED utilized "More Than Numbers: A Guide toward DEI in Data Collection," published by Schusterman Philanthropies to ensure TFA's data collection efforts are inclusive and in line with DEI best practices.
- TFA Tour & Program surveys include questions that address accessibility needs for participants. This data allows us to ensure that we're meeting diverse participant needs.
- TFA recruited three new Trustees in 2023. All three are women and one is a woman of color. TFA's 2023 President Elect is also woman of color and intentional efforts are being made to recruit diverse participants for TFA committees.

NUMBERS AT A GLANCE

Tours, Programs & Events



2,880

Public Tour
Attendance



791

Private & School
Tour
Attendance



2,731

Public Program
& Event
Attendance



2,720

Speaking
Engagement
Attendance



42

Number of
New TFA
Partners

Contributed Revenue



\$52,000

Amount of
Restricted
Grants



\$83,167

Amount of
Community Sponsorships/
Unrestricted Grants



\$48,891

Amount of
Program
Sponsorships



\$2,511

Amount of
General
Donations



\$3,910

Amount of
2023 Year
End Campaign

Archives



7,150

Individual
Pieces
Accessioned



1,668

Projects
Fully
Audited



6,973

Individual
Pieces
Digitized



53

Research
Requests
Fulfilled



15

Tours of
The TFA
Archives

NUMBERS AT A GLANCE

Volunteers



806

Volunteer
Hours Supporting
Tours



273

Volunteer
Hours Supporting
Programs & Events



513

Archive
Volunteer
Hours



36

Number of new
TFA
Volunteers



\$47,680

*Total Value of
2022 Volunteer
Hours

*Per Independent Sector

Earned Revenue



\$71,667

Tour
Revenue



\$68,854

Program
& Event
Revenue



\$33,860

Membership
Revenue



\$10,179

Sales
Revenue



\$5,648

Season
Ticket
Revenue

Reach



9,507

Bi-Monthly
E-News
Subscribers



13,970

Facebook
Followers



4,422

Instagram
Followers



32

Earned Media
Stories



1,073

Promotional
Partnership
Reach (page hits)

a year's overview

STRATEGIC OUTCOMES

DESIRED OUTCOMES FOR TFA TOURS & PROGRAMS

TFA Program Participants will:

- Gain knowledge of Tulsa's architectural history - both historic and contemporary.
- Understand the historic and cultural contexts of Tulsa's architectural history.
- Develop a greater sense of appreciation for Tulsa.
- Report high levels of engagement with TFA programs.

SURVEY RESULTS

During the recent architectural tour I attended with TFA, I:

Learned something new about Tulsa's architectural history.



Learned something new about one or more architectural styles.



Learned something new about Tulsa's history, in general.



Felt a greater sense of appreciation for Tulsa.



Felt welcome.



a year's overview

STRATEGIC OUTCOMES CONTINUED

Felt my curiosity was stimulated

Strongly
Agree

69%

Agree

28%

Disagree

3%

Strongly
Disagree

0%

Had fun.

Strongly
Agree

71%

Agree

26%

Disagree

2%

Strongly
Disagree

0%

Lost track of time.

Strongly
Agree

43%

Agree

36%

Disagree

20%

Strongly
Disagree

2%

After attending a recent architectural tour with TFA, I:

Would recommend that a friend or family member attend a tour with TFA.

Strongly
Agree

77%

Agree

21%

Disagree

2%

Strongly
Disagree

1%

Would attend another tour with TFA.

Strongly
Agree

72%

Agree

26%

Disagree

2%

Strongly
Disagree

1%

Want to learn more about Tulsa's architectural history.

Strongly
Agree

65%

Agree

35%

Disagree

2%

Strongly
Disagree

0%

a year's overview

OUR SPONSORS

THANK YOU TO OUR COMMUNITY SPONSORS/GRANTORS



THANK YOU TO OUR PROGRAM SPONSORS



Ted & Lindsey Reeds

Tom & Susie Wallace

THANK YOU TO OUR HALLOWEEN BASH SPONSORS



Ted & Lindsey Reeds
Tom & Jean Ann Fausser
Rob & Kimberly Norman
Leslie Pritchard
Tony & Melody Lenox
Murnan Commercial

a year's overview

TEAM TFA

TFA Trustees

President:

James E. Turner, AIA
Cyntergy

President Elect:

Kayla Lee
Lee Simon Design

Secretary:

Maggie Brown
Animal Aid of Tulsa

Treasurer:

LouAnn Smith
Stava Building Corporation

Immediate Past President:

Ted A. Reeds, II, AIA
Ted Reeds Architecture LLC & OU

David Atkinson, One Property Management
Ken Brune, The Brune Law Firm
Ken Busby, The Route 66 Alliance
Meagan Farley, Dewberry
Katie Faulkner, Wallace Design Collective
Juana Gomez, CEC Engineering
Shane D. Hood, W Design
Eric King, GH2 Architects
Tony Lenox, ONE Gas
Scott Pohlenz, Pohlenz Architects
Kate Wallace Helm, Wallace Helm Design

TFA Staff

Amber Liitwack, Ph.D.
Executive Director

TFA Advisors

Rex Brown
Roger Coffey, AIA, Olsen Coffee Architects (retired)
Nancy Hermann, Tulsa PAC (retired)
Matt King, AIA, King Architectural Solutions
Kristen LaBass, LaBass Design
Kip Leikam, Leikam Investments
John Mabrey, Mabrey Bank
Lanny McIntosh, FAIA, The McIntosh Group (retired)
Leisa McNulty, AIA, LMMA Design
Julie Miner, INCOG
Martin L.J. Newman, Walter & Associates (retired)
Mark Ross, Diorama Arts (retired)
Christy Craig Thames, OwnTulsa Real Estate
Mary Lee Torbert, ASID
Tom Wallace, Wallace Design Collective (retired)
Susie Wallace
Michael Wallis, Author

TFA Independent Contractors

Malinda Blank, Archives
Lindsey Neal Kuykendall, Programs & Events
Ellen Stanley, Tours

TFA Docents, Volunteers, & Interns

To our numerous docents, volunteers, and Interns we extend our deepest gratitude for your support!

