



2023 ANNUAL REPORT

TFA

PREPARED BY

Amber Litwack, Ph.D.
Executive Director

Who We Are

ABOUT TFA

OUR MISSION

Tulsa Foundation for Architecture champions the art of good design and celebrates Oklahoma's architectural heritage through education, advocacy and archives.

OUR CORE VALUES

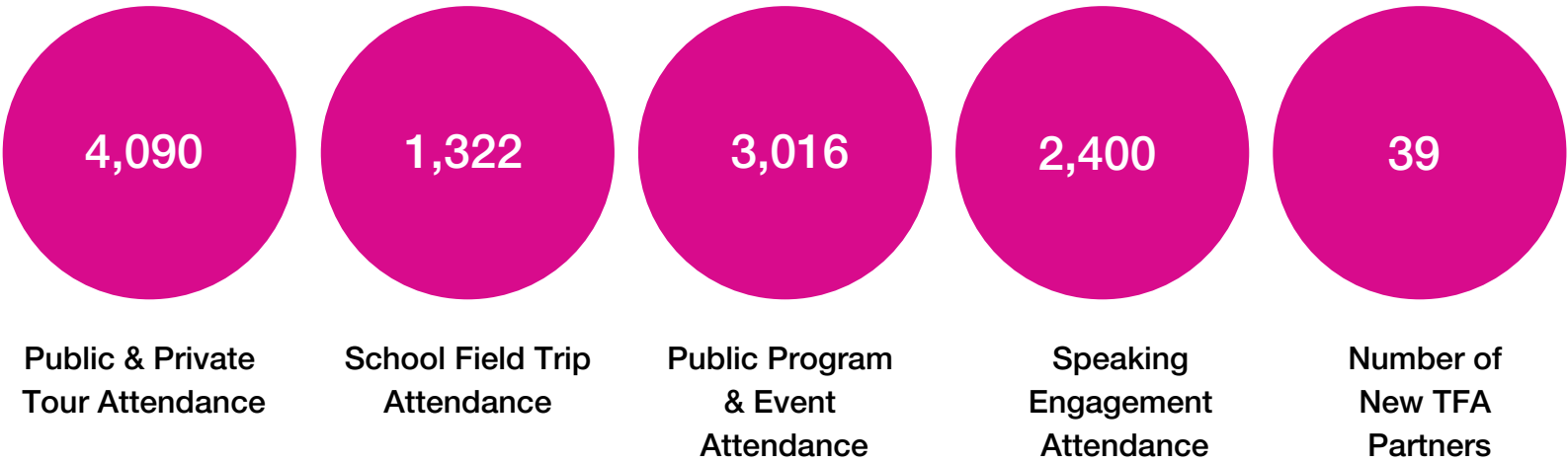
- Collaboration: We leverage collective genius.
- Creativity: We think outside the box.
- Passion: We are committed in heart and mind.
- Quality: What we do, we do well.
- Impact: Our work makes a positive difference in our community.
- Education: We share our knowledge with others.

OUR STRATEGIC GOALS

- Systematically process, catalog, and digitize the TFA archives to expand availability both online and via appointment.
- Advocate for the preservation and rehabilitation of Oklahoma's significant architecture.
- Sustain TFA through broad-based fundraising efforts that meet operational needs and allow the organization to expand its mission-driven work.
- Implement consistent marketing efforts that engage TFA audiences in order to drive program participation, sales, and increased brand/mission awareness.
- Create strategic messaging to position TFA as the primary nonprofit organization in Tulsa for architecture, design, and historic preservation.
- 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.
- Form programmatic partnerships with a diverse group of individuals and organizations to expand TFA audiences and support TFA programs.
- Take intentional steps towards making TFA a more diverse, equitable, accessible and inclusive organization.

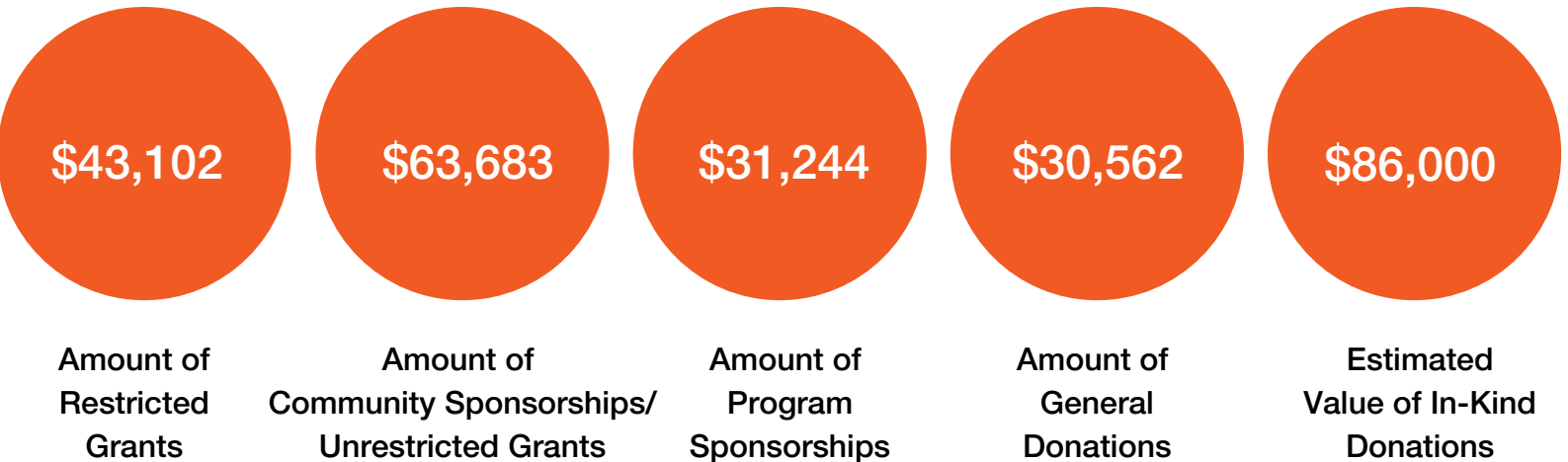
NUMBERS AT A GLANCE

Tours, Programs & Events

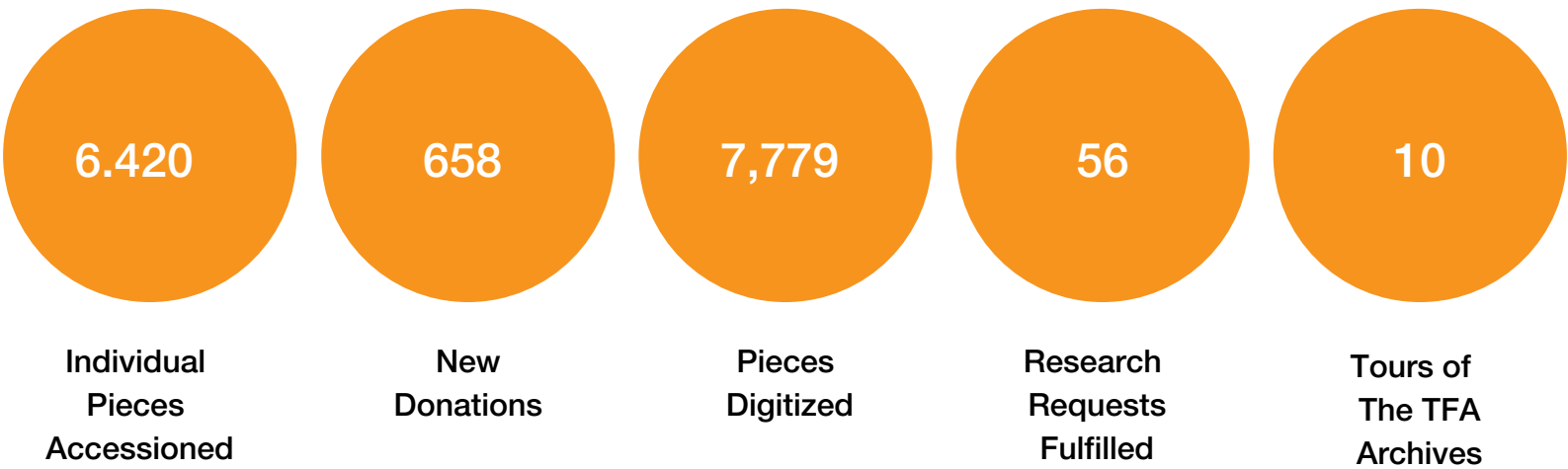


Contributed Revenue

*Includes Pledges paid after December 2023.



Archives



NUMBERS AT A GLANCE

Volunteers



342

Volunteer
Hours Supporting
Tours



1,779

Volunteer
Hours Supporting
Programs & Events



604

Archive
Volunteer
Hours



49

Number of new
TFA
Volunteers



\$86,655

*Total Value of
2023 Volunteer
Hours

*Per Independent Sector

Earned Revenue



\$81,742

Tour
Revenue



\$75,777

Program
& Event
Revenue



\$35,760

Membership
Revenue



\$2,129

Sales
Revenue



\$2,568

Season
Ticket
Revenue

Reach



9,780

Bi-Monthly
E-News
Subscribers



15,247

Facebook
Followers



5,001

Instagram
Followers



34

Earned Media
Stories



2,750

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



Had fun.



Lost track of time.



After attending a recent architectural tour with TFA, I:

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



Would attend another tour with TFA.



Want to learn more about Tulsa's architectural history.



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 \$45,000 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.
- A highly qualified contract Archivist, Malinda Blank, was contracted for another year.
- 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 completed the transfer of existing archival data to the latest version of “Past Perfect”, which allows our archival database to be fully searchable online.
- TFA accessioned 6,420 individual pieces in 2023.
- TFA scanned and digitized 7,779 items in 2023.

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 State Historic Preservation Office 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 regularly includes information about historic preservation and Historic Tax Credits as part of tours and speaking engagements.
- TFA debuted a series of programs in 2023 with a “Lost Tulsa” theme to highlight lost architectural treasures and underscore the importance of preservation.
- TFA's Executive Director receives regular advocacy alerts from the National Trust and takes action on these alerts by contacting elected officials, when appropriate.
- TFA hosted the Tulsa Preservation Commission's 2023 Architecture and Design Awards at The Center for Architecture and Design.

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 2023 was \$164,000 in grants, sponsorships, and donations. TFA exceeded this goal by raising a total of \$168,591 (including pledges).
- TFA created a new fundraising event in 2022: TFA's Haunting Halloween Bash and fundraising chairs for the 2023 event were Tim and Sarah Gilpin.
- TFA retained 35 sponsors, (82.5%) from 2022.
- TFA attracted 12 new sponsors in 2023.
- TFA had 401 dues paying members in 2023 that generated a total of \$35,760 in revenue.
- TFA increased earned revenue in 2023 by almost 5%.

GOAL 4

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

- TFA made near daily posts on both Facebook and Instagram. In 2023, Instagram followers grew organically to over 5000 and Facebook followers increased to 15,247.
- In the last 90 days of 2023, accounts reached on TFA's Instagram were up 43% to 9406.
- In the last 90 days of 2023, TFA's Facebook page reach was up 124% to 213,300.
- 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 8% to 401 active members compared to 371 in 2022.
- TFA's bimonthly e-news has audience of nearly 10,000 with an average open rate of 54%.
- TFA retained marketing partnerships in 2023 with Root Tulsa, Tulsa Go, and Tulsa Kids.
- TFA gives back! In 2023 TFA donated 20 tours and ticket packages in support of other Tulsa schools and nonprofits - a value of \$2,870.

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 2023 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 posts. TFA also reposts 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 three new public programs in 2023. DESIGN INSIDER connects the public with Architect/Design Firms, Interior Designers, Developers, etc. to get the inside scoop about their projects, SNEAK-A-PEEK highlights architecturally significant locations that are often not accessible to the general public, and Architecture Wine Dinners in partnership with Duet Restaurant present short talks about an architectural topic or theme during a multi-course dinner.
- TFA presented 9 new tour offerings in 2023.
- 42 TFA public programs and events served 3016 diverse guests in 2023. This represents a 29% increase from 2022.
- 13 TFA tours served 4090 diverse guests in 2023. This represents an increase of 12% from 2022.
- 2023 Tour and Program participant survey results indicate that we met or exceeded all of our desired outcomes - see page 04 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 39 new partnerships in 2023:
 - DRAFTS & DESIGN: Carmela Grantham and Anne Pollard James;
 - DISTINCTIVE DWELLINGS: Lackner/Picco Home, Kobel Home, Fransen Home, Pershing Studios, The Jane Residence, Spillyards Home, Libby Beaubien (Realtor), Laurie Jenkins (Realtor), 2 Bruce Goff Homes in Bartlesville;
 - TOURS/CRAWLS/EVENTS: Will Rogers High School, The University of Tulsa, This Machine Tulsa, Riverview Neighborhood Association/5 Riverview Home Owners, WOMPA, Price Tower, OKPOP, Lortondale Pool, The Shaw Penthouse, Duet Restaurant, Constantine Theater, Dillon Rose Jewelry, The John Smith Home, Chris Mantle Gallery, Watershed Hospitality, and The Sophian Plaza;
 - COCKTAIL CLASSES: Robby Bell;
 - DESIGN INSIDER: W Design, GH2 Architects, Sharp Development (The Brut Hotel), The Signal Factory, and GuRu Stu Communities;
 - CAMP ARCHITECTURE: Emily Simonds;
 - SNEAK-A-PEEK: The Tulsa Fire Alarm Building and John Knox Presbyterian.

GOAL 8

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

- DEI training was added to TFA's Docent Training curriculum.
- 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.
- Language about accessibility was added to TFA tour and event listings.
- 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 onboarded three new Trustees in 2023. All three are women and one is a woman of color. TFA's 2023 President Elect is woman of color and intentional efforts are being made to recruit diverse participants for the TFA board and TFA committees.

a year's overview

OUR SPONSORS

THANK YOU TO OUR COMMUNITY SPONSORS/GRANTORS



THANK YOU TO OUR PROGRAM & EVENT SPONSORS



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
Lyle Building Group

Immediate Past President:

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

Patty Atherton, Elite Title Services
David Atkinson, One Property Management
Ken Brune, The Brune Law Firm
Ken Busby, The Route 66 Alliance
Katie Faulkner, Wallace Design Collective
Shannon Fortenberry, TRIO Resources
Juana Gomez, CEC Engineering
Shane D. Hood, W Design
Kim Honea, Sharp Development
Eric King, GH2 Architects
Tony Lenox, ONE Gas
Sean Nanny, BAM Properties
Scott Pohlenz, Pohlenz Architects
Kate Wallace Helm, Wallace Helm Design

TFA Contractor

Malinda Blank, Archives

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 Staff

Amber Liitwack, Ph.D.
Executive Director
Lindsey Neal Kuykendal
Curator of Public Engagement

TFA Volunteer of the Year

Steven Elmore

TFA Docents, Volunteers, & Interns

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

