



2024 ANNUAL REPORT

TFA

PREPARED BY

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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

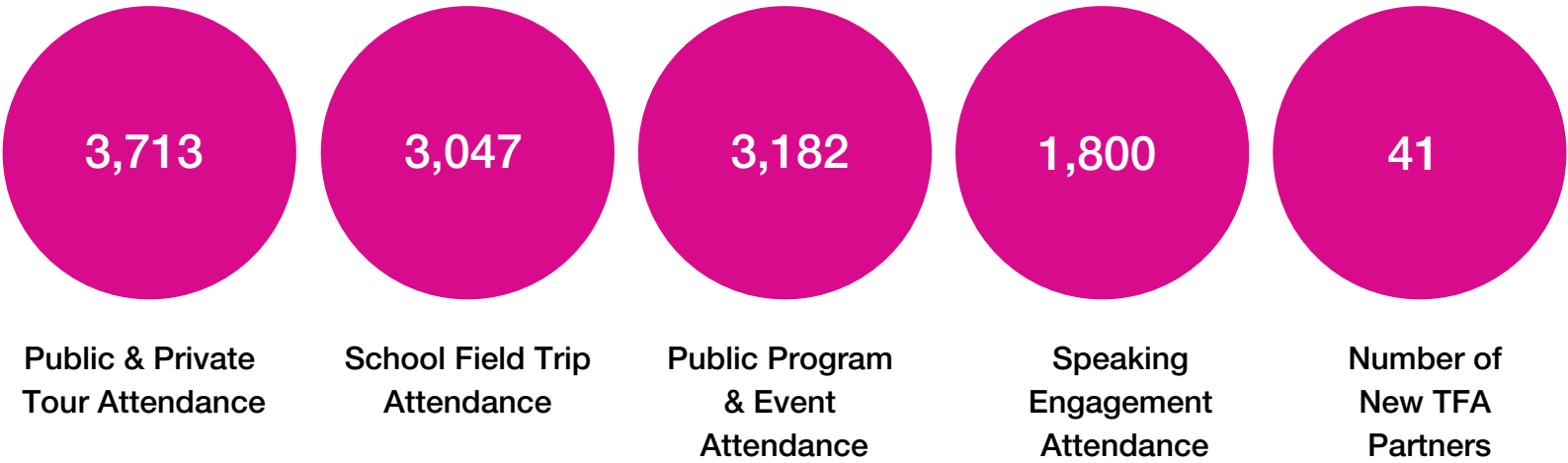
- Collaboration: We leverage collective genius.
- Creativity: We think outside the box.
- Passion: We are committed in heart and mind.
- Quality: What we do, we do well.
- Impact: Our work makes a positive difference in our community.
- Education: We share our knowledge with others.

OUR STRATEGIC GOALS

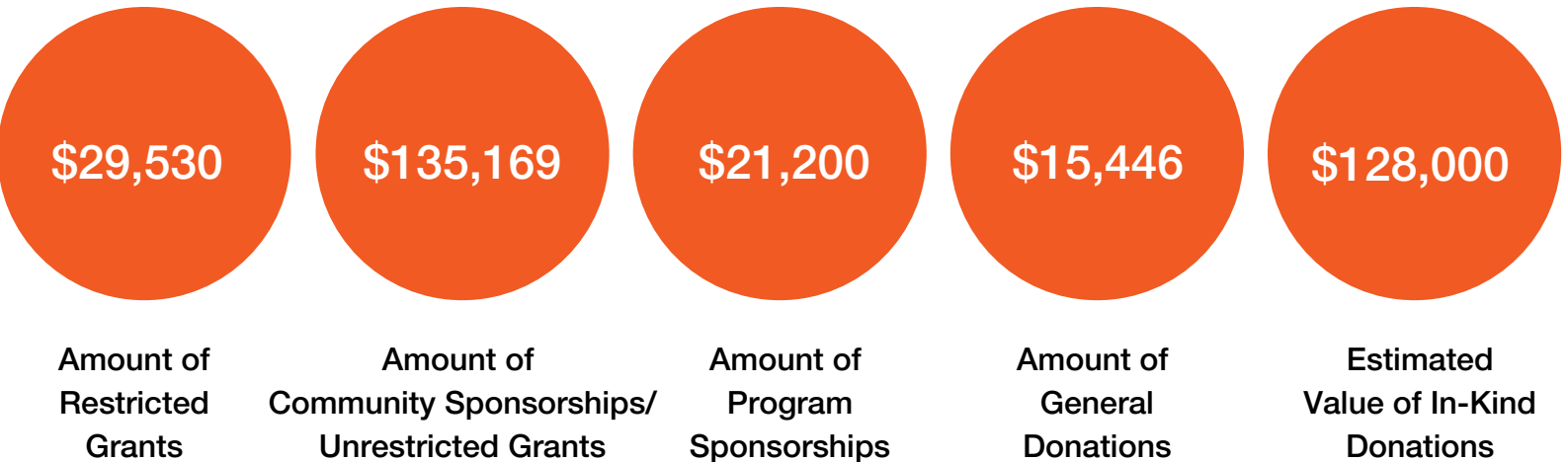
- Systematically process, catalog, and digitize the TFA archives to expand availability both online and via appointment.
- Advocate for the preservation and rehabilitation of Oklahoma's significant architecture.
- Sustain TFA through broad-based fundraising efforts that meet operational needs and allow 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

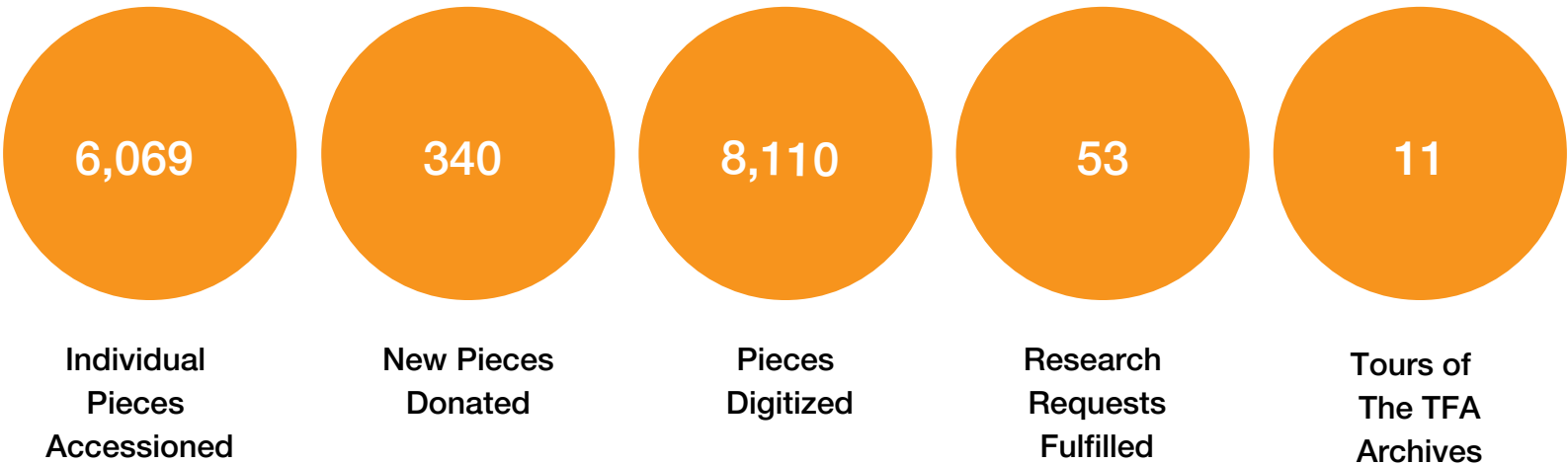
Tours, Programs & Events



Contributed Revenue

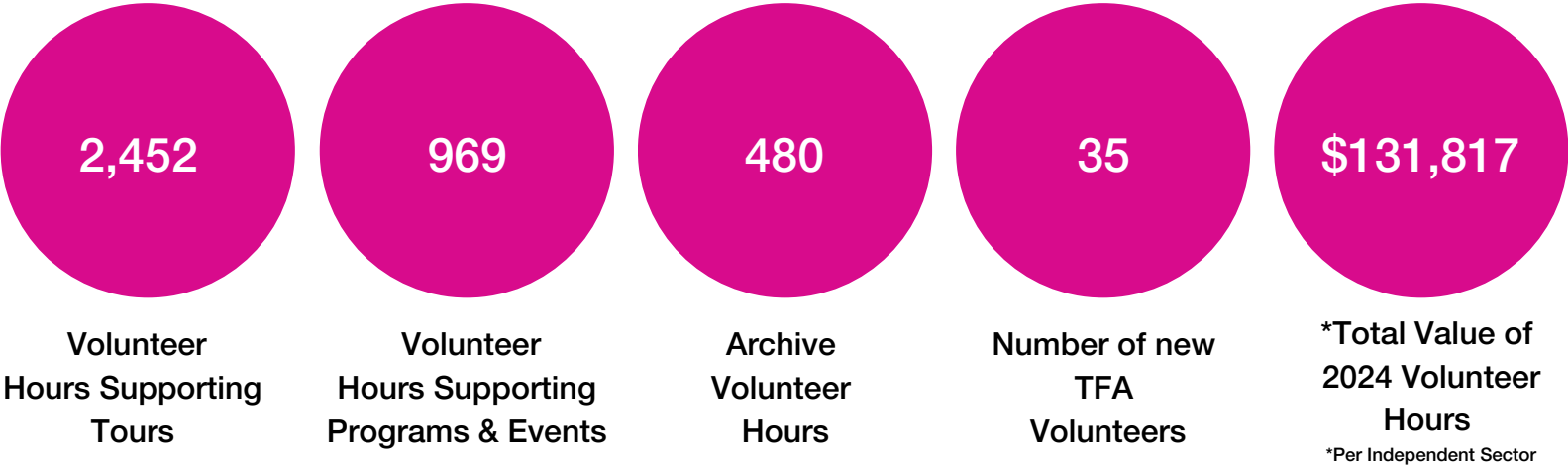


Archives

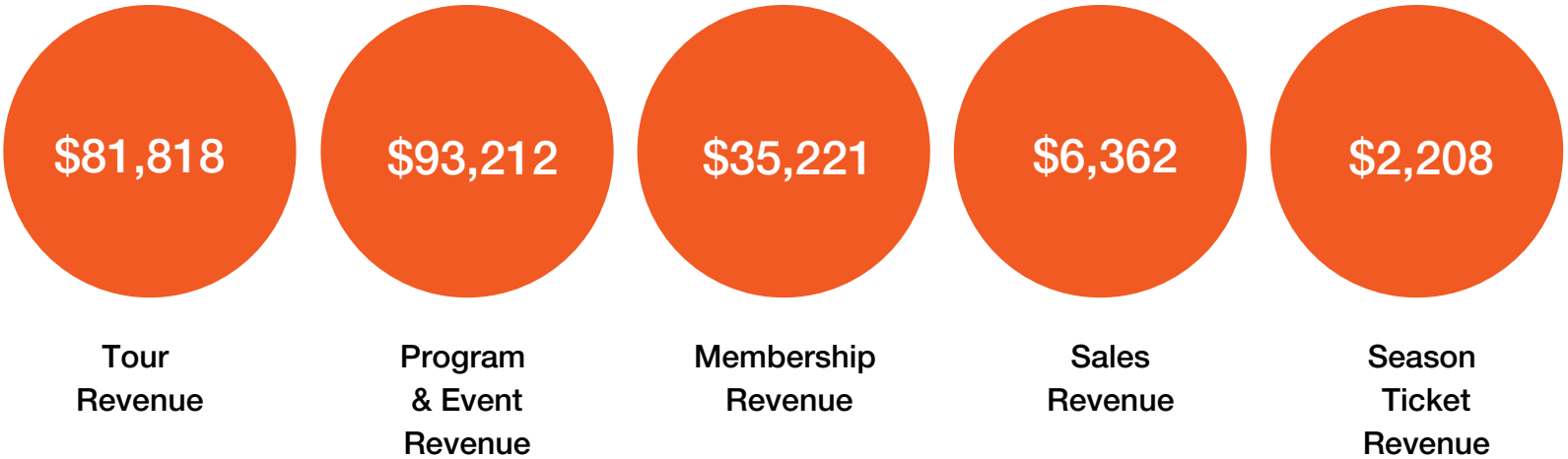


NUMBERS AT A GLANCE

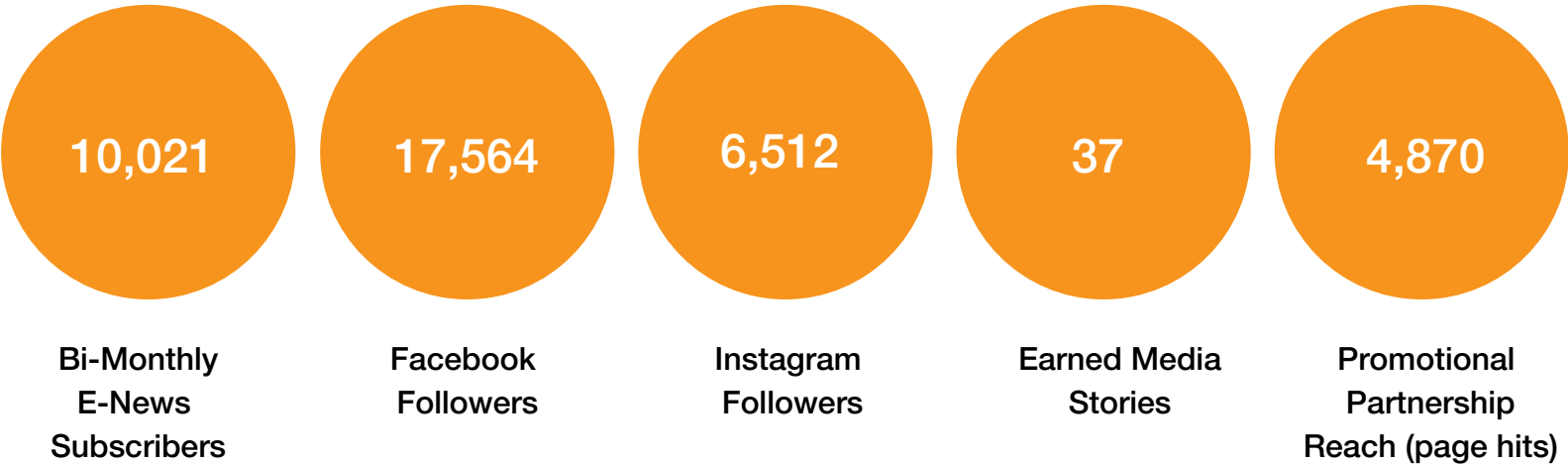
Volunteers



Earned Revenue



Reach



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.



*N=497, Survey Response Rate %

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

WHAT OUR GUESTS ARE SAYING

What was the most meaningful part of your tour today?

"I've gone on a couple of Tunnel Tours, but this one was especially interesting. Our guide was excellent. She was professional, clear and really knew her information. This was one of the better tours that I've been on.....anywhere!"

"I loved getting to go behind the scenes to see things you wouldn't normally be permitted to see. Also, learning the history of the place - it makes it so much more alive."

"Learning what a big deal Tulsa was. To hear that Tulsa was ahead of the Art Deco trend was really cool. Especially considering the state itself was only a few decades old at the time."

"Being inside and outside of the different buildings was a spectacular way to spend a Saturday morning. I really enjoyed seeing downtown from a different perspective. I appreciated seeing and photographing things along the tour. It was well organized and our guides were AWESOME. I will return with friends."

"I left with a deeper and new appreciation for my hometown of Tulsa."

Is there anything else you'd like for us to know?

"I truly enjoyed our docent's delivery, timing, and pacing which isn't easy to get right. Kudos to all."

"Our guide was easy to understand and presented everything really clearly. She was a great tour guide and the material covered on the tour was super interesting and went above and beyond my expectations. Thank you!"

"Our tour guide covered the history of the architecture in more detail than I expected. I very much appreciate that."

"The tour guide and sweepers were all so friendly, enthusiastic, and knowledgeable. That has been my experience with every TFA tour or program I've done. They've become kind of an addiction because of that and all the history and knowledge that is shared."

a year's overview

KEY ACHIEVEMENTS

Key Organizational Achievements in 2024

Archives

- We were selected to receive a \$20,000 Oklahoma Heritage Preservation Grant for archive digitization.
- We launched “TFA Archive Tours” as an add-on option for TFA private tours.

Advocacy

- Our Director and Board of Trustees developed a new public Advocacy Statement to guide our advocacy work into 2025 and beyond.
- We provided preservation planning assistance to six individuals/organizations.

Financial Sustainability

- We raised \$201,345 in grants, sponsorships and donations, exceeding our annual fundraising goal by 10%.
- We increased earned revenue from ticket and merchandise sales, memberships, etc. by 10.5%.
- We ended the year with a net increase of \$83,679 by exceeding our fundraising and earned revenue goals and implementing cost saving measures.
- We successfully launched a new annual fundraiser, “TFA Murder Mystery.”

Programs & Partnerships

- We proudly served nearly 3,000 6th grade students who attend Tulsa Public Schools through a hands-on Design Thinking Curriculum as part of Any Given Child-Tulsa.
- We launched 1 new recurring program series and 3 new workshops.
- We launched 7 new guided tour offerings in 2024.
- We formed 41 new partnerships with diverse individuals, businesses, organizations, and property owners to support our community programming efforts.

Marketing & Promotion

- We launched a new Marketing Committee that meets monthly to focus on targeted marketing efforts.
- We increased earned media coverage by 9%.

Diversity, Equity, Access & Inclusion

- We partnered with Vernon AME Church to offer an impactful, collaborative tour of the Greenwood District.
- Our Director and Board of Trustees developed and adopted TFA’s first Land and Peoples Acknowledgement.

a year's overview

OUR SPONSORS

THANK YOU TO OUR COMMUNITY SPONSORS/GRANTORS

**GEORGE KAISER
FAMILY FOUNDATION**
A supporting organization of Tulsa Community Foundation



**COMMONWEALTH
FOUNDATION**



pohlenz



**CPH
PROPERTIES**

**WESTFALL
CHARITABLE LP**

**TED & LINDSAY
REEDS**

**ANDREW & WHITNEY
RYAN**



Gh2 ARCHITECTS
Design. Service. Solutions.



**VISIT
CHEROKEE
NATION**



THANK YOU TO OUR PROGRAM & EVENT SPONSORS



CROSSLAND
CONSTRUCTION COMPANY, INC.



Tom & Jean Ann Fausser

The Oxley Foundation



Nancy Hermann in honor of
Cheri Turner and
Jackie Brown



White
Surveying



Tara Inhofe

Nick Lombardi

a year's overview

TEAM TFA

TFA Trustees

President:

Kayla Lee

Lee Simon Design

President Elect:

Sean Nanny

BAM Properties

Secretary:

Maggie Brown

Animal Aid of Tulsa

Treasurer:

LouAnn Smith

Lyle Building Group

Immediate Past President:

James E. Turner, AIA

Cyntergy

Patty Atherton, Elite Title Services

David Atkinson, One Property Management

Ken Brune, The Brune Law Firm

Ken Busby, The Route 66 Alliance

Kristi Eaton, Ke Comms

Katie Faulkner, Cyntergy

Shannon Fortenberry, TRIO Resources

Juana Gomez, The City of Tulsa

Briana Hefley Shepherd, Tulsa Garden Center

Shane D. Hood, W Design

Eric King, GH2 Architects

Tony Lenox, ONE Gas

Scott Pohlenz, Pohlenz Architects

Sarah Vespasian, Office Interiors

Kate Wallace Helm, Wallace Helm Design

TFA Docents, Volunteers, & Interns

TFA Advisors

Rex Brown

Roger Coffey, AIA, Olsen Coffee Architects (retired)

Meagan Farley, Dewberry Architects

Nancy Hermann, Tulsa PAC (retired)

Kimberly Honea

Matt King, AIA, King Architectural Solutions

Kristen LaBass, LaBass Design

Kip Leikam, Leikam Investments

Lanny McIntosh, FAIA, The McIntosh Group (retired)

Leisa McNulty, AIA, LMMA Design

Julie Miner, INCOG

Martin L.J. Newman, Walter & Associates (retired)

Ted Reeds, Ted Reeds Architecture, LLC | OU

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 Litwack, Ph.D.

Executive Director

TFA Contractors

Malinda Blank, Archives

Steven Elmore, Tours/Programs

Lindsey Neal Kuykendall, Tours/Programs

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