



# THE CENTER FOR ARTS, INNOVATION & CREATIVITY

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## Timeline Summary of Primary Consultant Activities Relating to the Proposed Broken Arrow Creative Arts Center Project

funded by the  
Arts & Humanities Council of Broken Arrow  
through a grant from the  
Broken Arrow Convention and Visitors Bureau

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### August, 2014

- Attended press conference at Broken Arrow Farmer's Market to assist in introducing the Creative Arts Center conceptual drawings and promote repurposing of the previously approved bond funding (\$1.4M) for voter approval. Consultant was introduced to the media.
- Initiated ongoing research process to build a database of potential foundation, corporate and private donors for the project.
- Met with Marcello Angelini, Tulsa Ballet Artistic Director, to discuss their initiated interest in collaboration, based on plans for future construction of a Ballet School in Broken Arrow.
- Bond repurposing approved by Broken Arrow voters.

### September, 2014

- Attended BA Arts & Humanities Council meeting.
- Met with representatives from Tulsa Symphony Orchestra regarding involvement and potential partnerships (Ron Predl, Exec. Dir. and others).
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Consultant contract executed with BA Arts & Humanities Council.
- Collaboratively developed advisory committee membership and extended invitations.
- Traveled to Wichita for the tour of arts facilities with committee members and BA Chamber of Commerce executives.
- Met with BA Arts & Humanities President, Janet Skates, regarding project.



### October, 2014

- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Facilitated arts meeting with BA arts community members and NSU arts administrators to explore future collaborative efforts which could impact the creative arts center.
- Facilitated first meeting of BA Arts Center Advisory Committee (see agenda).

### November, 2014

- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Presentation to Tulsa Area Cultural Roundtable, introducing the project to higher education arts executives from the Tulsa area.
- Facilitated second meeting of the BA Arts Center Advisory Committee (see agenda and minutes).

### December, 2014

- Attended meeting of NSU arts administrators and BA arts community members to continue exploration of collaborative efforts (at BAPAC).
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Initial development of project case statement
- Contact with potential donors.
- Attended BA Arts Council event.

### January, 2015

- Met with BAAHC Executive Director Ken Busby to tour the Hardesty Arts Center (AHHA).



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- Facilitated third meeting of the BA Arts Center Advisory Committee (see agenda and minutes). Hosted Marcello Angelini, Tulsa Ballet Artistic Director, for presentation about future ballet school in Broken Arrow.
- Attended Tulsa Chamber Annual Meeting to make contacts
- Met with Randy Swearingin, BA Community Foundation, to explore donor information and potential partnership with foundation
- Met with Alisa Inglett to review data from focus groups
- Met with Phil Lakin, Tulsa Community Foundation
- Met with City of Broken Arrow officials and advisory committee members regarding the potential timing of funding and legal issues related to ownership
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Contact with potential donors.

## February, 2015

- Met with BA Arts Council Executive Committee regarding potential collaboration with BAPAC Foundation and eventual participation in BA Arts Alliance.
- Met with Mark Frie, Exec. Dir. of BAPAC regarding potential collaboration with BA Arts Council as supporting consortium for creative arts center.
- Contacted Cherokee Nation officials regarding interest in project. Referred to Muscogee-Creek Nation since BA is in Creek territorial boundaries.
- Facilitated fourth meeting of the BA Arts Center Advisory Committee (see agenda and minutes).
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Drafted donor letters and revised case statement for approval by advisory committee.
- Contact with potential donors.



## March, 2015

- Ongoing efforts to make contact with Muscogee-Creek Nation officials regarding potential interest in project.
- Discussed future collaborative efforts with BA Community Playhouse board of directors president, Karyn Maio.
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Contact with potential donors.

## April, 2015

- Facilitated fifth meeting of the BA Arts Center Advisory Committee (see agenda and minutes). Hosted guest presentations from Alisa Inglett (focus group data) and Tim McFadden, Tulsa Symphony Orchestra Manager (collaborative interests). Official approval of case statement and donor letters.
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Contact with potential donors.

## May, 2015

- Toured arts center in Des Moines, Iowa (Des Moines Social Club) to gain insights and ideas for future development of BA Creative Arts Center.
- Secured consortium letterhead for use in written communication.
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Met with Mabee Foundation trustees to seek information and feedback regarding their level of interest and guidelines for participation in the project.
- Formal inquiries sent to Schusterman and Chapman foundations.
- Contact with potential donors.



### June, 2015

- Facilitated sixth meeting of the BA Arts Center Advisory Committee (see agenda and minutes).
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Facilitated seventh meeting (special) of the BA Arts Center Advisory Committee to finalize programming for the facility (see agenda and minutes).
- Contact with potential donors.

### July, 2015

- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Facilitated eighth meeting of the BA Arts Center Advisory Committee (see agenda and minutes). Mayor Craig Thurmond and Acting City Manager Russell Gale presented information regarding Vision 2025 and GO bond funding timelines.
- Contact with potential donors.

### August, 2015

- Met with architectural firm (Selser Schaefer) to secure estimates of architectural fees for project.
- Ongoing research to build a database of potential foundation, corporate and private donors for the project.
- Developed draft Request for Proposal (RFP) for architectural services.
- Contact with potential donors.

Note: See Advisory Committee meeting agendas and meeting minutes for detailed information regarding activities and action.



### **Just Imagine...**

The heart-warming smile on the face of a Down's syndrome child after receiving enthusiastic applause for her performance in a drama production...

The sense of accomplishment felt by a talented teenager who has just made his first "real" studio recording...

The gratification which overwhelms a budding chef after providing a nourishing meal for an "at-risk" youngster participating in the after-school art program...

The creative rush which inspires a unique, innovative graphic design idea in the mind of a young entrepreneur...

The sense of belonging which warms the heart of a senior citizen as she shares her skills and talents with others in a state-of-the-art ceramics studio...

**These are images which can become realities...with your help!**

### **HISTORY**

As a result of civic engagement and input in city-wide planning in 2008, the citizens of Broken Arrow identified a "high priority" need for a community creative arts center. Citizens voted on and approved the purchase and renovation of a soon-to-be "out of service" Broken Arrow elementary school as a \$1.4M segment of the 2008 city general obligations bond package. The renovated elementary school, to be converted into a community creative arts center, would be administered and operated by the Arts Council of Broken Arrow. However, with a subsequent change in school leadership, the elementary school was ultimately repurposed as an early-childhood center. As a result, in 2013, the voters of Broken Arrow approved the relocation of the creative arts center to the downtown Rose District. AVB Bank is currently constructing a new downtown facility and has offered its existing property, at the intersection of Main and Dallas streets, as the location for the creative arts center. Contingent upon securing appropriate funding and completion of the new bank (projected for September, 2015), the current bank building will be demolished to make way for construction of a new creative arts facility.

### **THE ROSE DISTRICT**

The "Rose District" has been officially designated by the City of Broken Arrow as an "arts and entertainment district" to breathe new life into the heart of the community and create a unique gathering place for all residents. In a short period of time it has become a significant focal point for commercial, artistic and entertainment activity in Broken Arrow, thanks to the



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creative and innovative action of city, school, public and private entrepreneurs. A four-million-dollar “redesign” of downtown Broken Arrow provides a pedestrian-friendly space to better accommodate special events with fewer traffic lanes, wider sidewalks, midblock crossing and comprehensive landscaping. Along with the Broken Arrow Historical Society Museum, Military History Museum, Farmers Market plaza, and nearby Broken Arrow Performing Arts Center (funded by Broken Arrow Public Schools bond funds), the creative arts center will become an integral part of the Rose District palette, providing unique arts and creativity opportunities for the citizens of the region.

## **THE CENTER FOR ARTS, INNOVATION AND CREATIVITY**

Tentatively dubbed “*The Center for Arts, Innovation and Creativity*,” the new center will provide opportunities for adults, teens and children in the community to experience creativity in a “hands-on” fashion. It will also serve as an “incubator” for creativity and innovation for the arts and technology communities. An advisory committee comprised of arts, community and business leaders is working collaboratively to refine the opportunities to be made available at the center. Preliminary plans, driven by input from community focus groups, include

- ✓ Performance and community event space
- ✓ Culinary lab with dining/display area
- ✓ Group artists workshops (painting, sculpture, ceramics/glass, textiles)
- ✓ Music/jazz lab
- ✓ Photography/computer graphic arts
- ✓ “Black box” theatre
- ✓ Video/film lab
- ✓ Recording/radio/sound studio
- ✓ General classrooms
- ✓ Gallery/exhibit area
- ✓ Administrative offices
- ✓ Retail/gift shop

Conceptual renderings and drawings were executed and provided through the courtesy of AVB Bank. Once funding has been secured, bids for the 30,000+ sq. ft. facility will be solicited for final architectural and construction drawings and renderings, based on final advisory committee need assessments.



## **Vision**

*The Center for Arts Innovation and Creativity will be the regional hub for innovation and creative arts incubation and production.*

## **Mission**

*To provide creative artistic and educational opportunities and experiences.*

## **Organizational Structure**

*The Center for Arts, Innovation and Creativity (CAIC) will initially function through an organizational and operational consortium of the Broken Arrow Performing Arts Center Foundation and the Broken Arrow Arts Council. Both the BAPAC Foundation and BA Arts Council are established non-profit 501(c)3 entities which have proven track records in providing quality arts activities and events for the community. By operating the CAIC under the umbrella of established non-profit entities, a high level of efficiency can be achieved in operational cost and overhead. Collaborative partnerships with other well-established arts and social services organizations will provide additional efficiency. For example, a collaborative partnership has already been established between the CAIC and Tulsa Ballet to provide dance education opportunities at the new Hardesty Center for Dance Education being built in Broken Arrow. The culinary school can provide culinary education and meals for needy families through a partnership with Broken Arrow Neighbors. It is anticipated that a new Broken Arrow Arts Alliance will be housed at the CAIC facility, along with office space to serve various arts-related entities. The Broken Arrow Community Foundation will serve as the “conservator” for contributions to the project. These types of partnerships will assist in promoting a cohesive spirit of unity and purpose in the community.*

The CAIC will have a significant impact on the educational, social and artistic quality of life in the region by providing creative opportunities for all demographic sectors of the population. On weekdays, in addition to academic classes offered by education partners, the CAIC will provide special opportunities for senior adults through classes, outreach programs and unique social, cultural and entrepreneurial activities targeting the needs and utilizing the experience and acquired knowledge of this population. An after-school program for under-privileged children, modeled after the *El Sistema Oklahoma* program, will provide artistic and creative opportunities centered on character-building and physical/mental health, including a “feed-the-hungry” program administered through the culinary school. A drama program focused on productions incorporating “special needs” children, similar to the nationally acclaimed *Penguin Project*, will be implemented. Evening and week-end activities and classes will present a wide array of opportunities focused on serving a broad spectrum of the population. This unique combination of programs and services is designed to meet the social, cultural and educational needs of all segments of a socio-economically diverse urban and suburban population.





## **Financial Structure**

An initial pool of approved General Obligation bond funds (\$1.4 M) provides the base funding for this project. The City of Broken Arrow has also committed an additional \$2.6 million from Vision 2025 funds dedicated to Tulsa suburb projects. The total project budget is \$16.6 million. Of this total, \$1.8 million is for property acquisition, \$9.8 million for construction, and \$5 million is targeted for a maintenance/sustainability endowment.

Approximately 35-50% of projected operational expenses are anticipated to be covered by retail revenue, class fees and space rental. The balance will be generated through endowment and/or annual fundraising. An arts-focused sales tax or hotel guest tax administered through the Broken Arrow Convention and Visitors Bureau are other possible future sources of operational revenue.

Construction and sustainability funding is currently being solicited from a variety of public and private corporations, foundations, trusts and individual donors.

## **SUMMARY**

The citizens of Broken Arrow have identified the need for a community creative arts center and recently voted to locate the facility in the downtown Rose District. \$1.4 M in approved bond funding will be available in early 2016 for the initial project costs with an additional \$2.6M available from Vision 2025 funds. The construction cost balance (\$4.8M) will be raised through contributions from public and private corporations, foundations, trusts and individual donors. Additionally, a maintenance/sustainability fund will ultimately be secured and annual fundraising plan established to supplement revenue produced by the facility.

FOR ADDITIONAL INFORMATION CONTACT:

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