



GILCREASE
M U S E U M

*Thomas Gilcrease Institute
of American History and Art*

VISION PRESENTATION

HISTORY of GILCREASE



1954

A visionary City of Tulsa organized a successful bond issue to secure collection.



1987

Update to facility made possible by City of Tulsa and private funds



2014

Helmerich Center for American Research opens

1949

Thomas Gilcrease Museum opens



1954

Museum buildings and land deeded to City of Tulsa



2008

The University of Tulsa and City of Tulsa Partnership



THE UNIVERSITY of
TULSA

MOVING the ARROW

Council Criteria

- **Economic Development
(Sales Tax Impact)**
- **Connectivity**
- **Education/Health**



COMPETITIVE EDGE

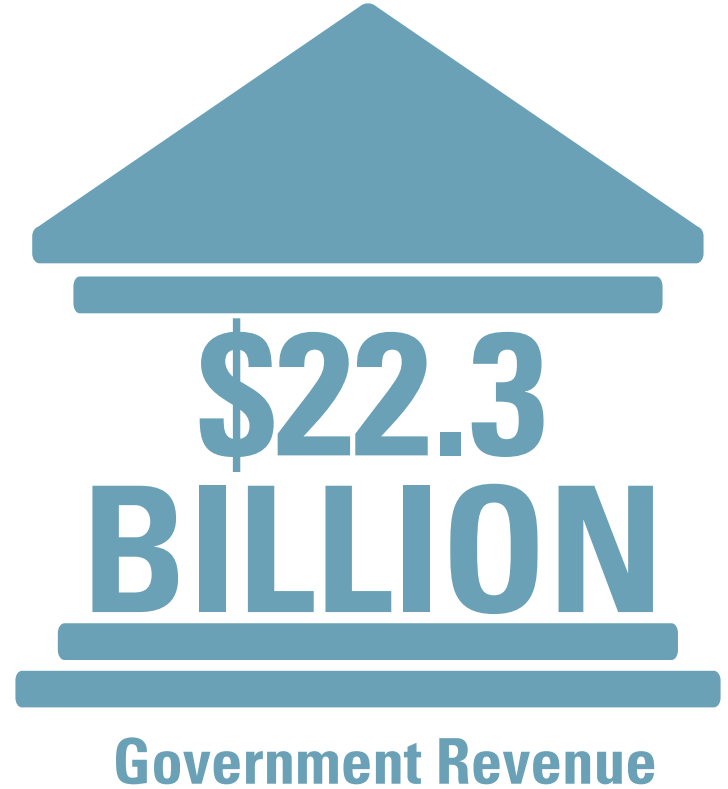
- Crystal Bridges Opened in 2011
- More than 2 million visitors in 4 years
- Averages 500,000 in attendance
- Lacks the premier collection like Gilcrease Museum but has a premier facility



Non-profit Arts & Culture Industry

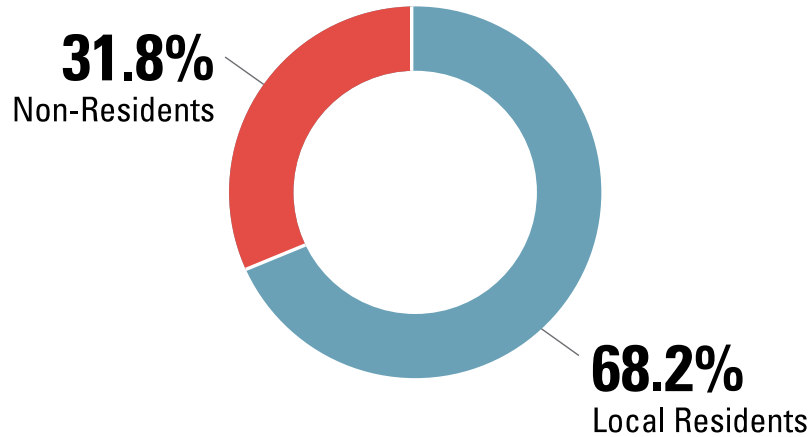


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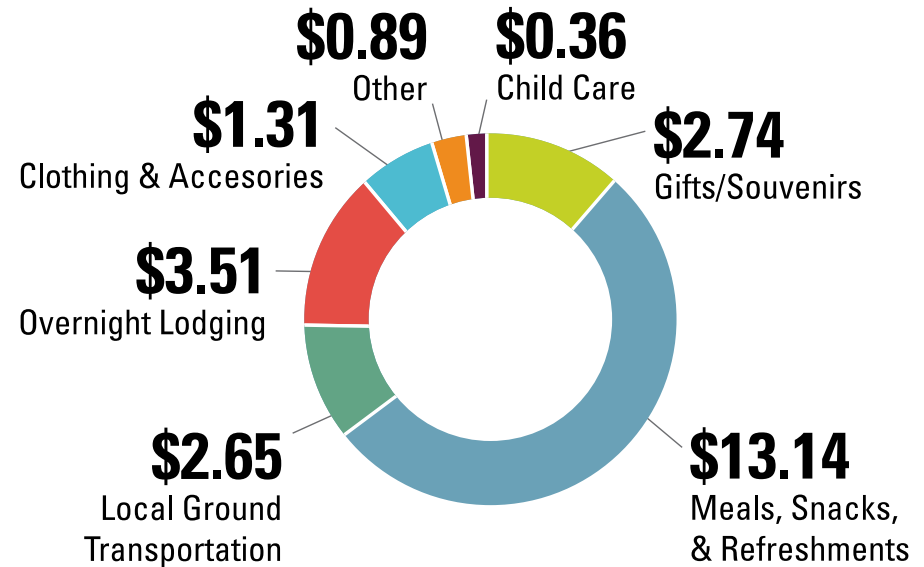


ECONOMIC IMPACT BY THE NUMBERS

NONPROFIT ARTS & CULTURE ATTENDEES LOCAL VS. NONLOCAL



NONPROFIT ARTS ATTENDEES SPEND \$24.60 PER PERSON, PER EVENT



MUSEUMS BY THE NUMBERS

78%
of all U.S.
leisure
travelers
participate in
cultural or
heritage
activities
such as
visiting
museums.



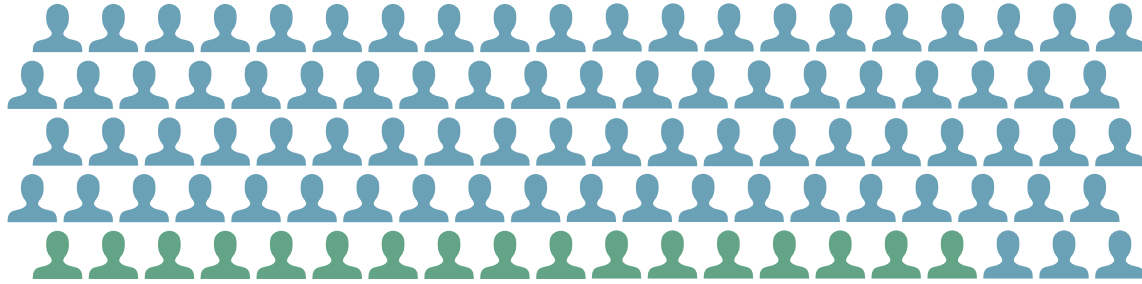
These
travelers
spend
63%
more on
average than
other leisure
travelers.*



Governments that support the arts find
that for **every \$1 invested**
in museums & other cultural organization,
\$7 is returned in tax revenues.

In determining America's Best Cities, Businessweek.com placed the greatest weight on "leisure amenities [including density of museums], followed by educational metrics and economic metrics...then crime and air quality."

TULSA BY THE NUMBERS



According to PLANiTULSA **83%** perceive North Tulsa as not getting enough attention or resources.



When asked which area of Tulsa should be the MOST important priority area - NORTH TULSA



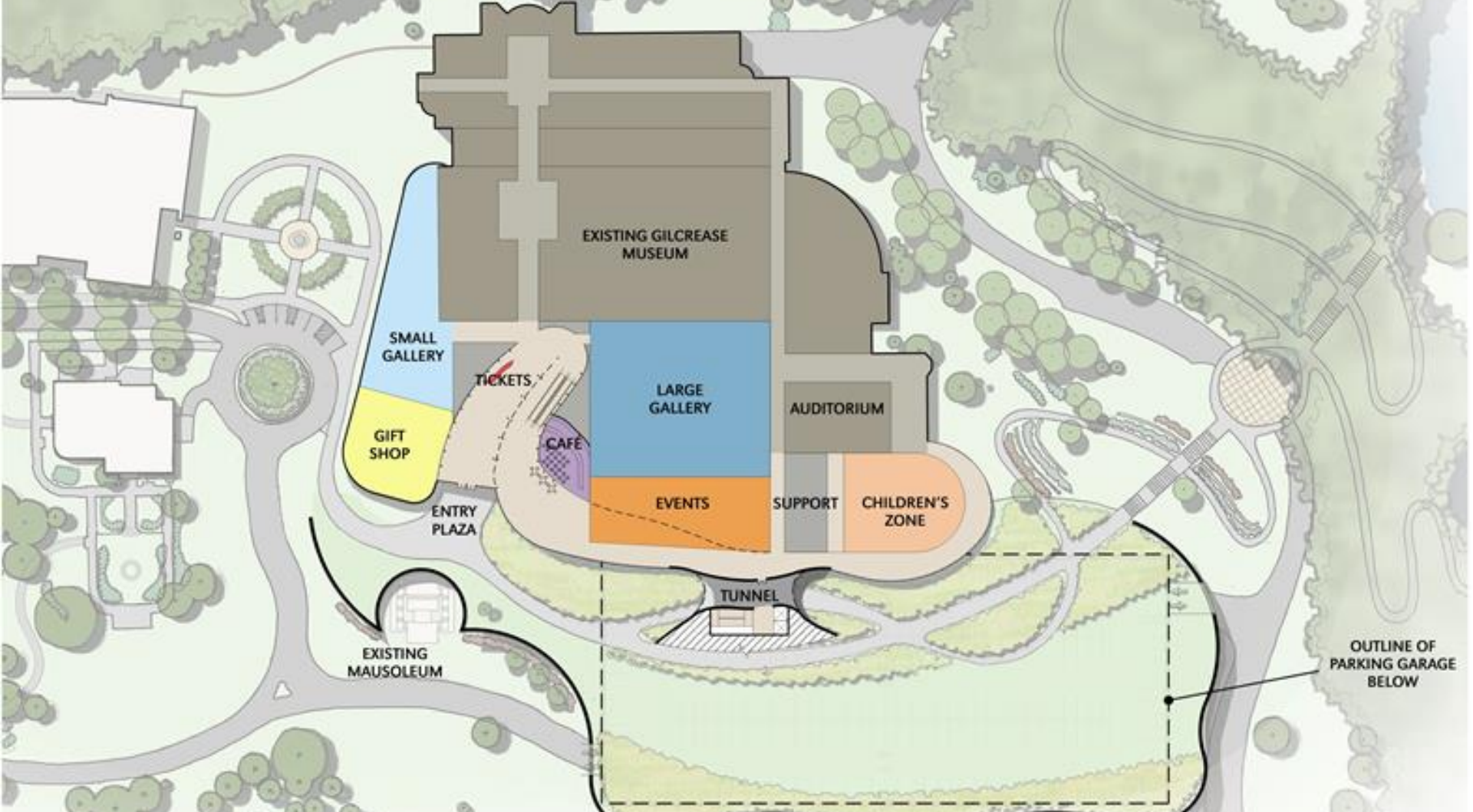
All Tulsans benefit
from Gilcrease Museum



GILCREASE MUSEUM PROPOSAL

119,000 sq ft Building Expansion:

- Grand Entry & Great Hall
- Children's Discovery Space
- State of the Art Traveling Exhibition Space
- Expanded Permanent Exhibition Space
- New Café and Coffee Shop
- New Museum Shop
- Expanded Restrooms and Facilities
- Dedicated School Bus Drop-off



EXISTING GILCREASE MUSEUM

SMALL GALLERY

GIFT SHOP

ENTRY PLAZA

TICKETS

CAFE

LARGE GALLERY

AUDITORIUM

EVENTS

SUPPORT

CHILDREN'S ZONE

TUNNEL

EXISTING MAUSOLEUM

OUTLINE OF PARKING GARAGE BELOW

GILCREASE MUSEUM EXPANSION – CONCEPTUAL DESIGN



Hastings+Chivetta

ARCHITECTURE • PLANNING • ENGINEERING

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September 1, 2015

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GILCREASE MUSEUM PROPOSAL

Make Tulsa Beautiful

Development of 460 Acre Site:

- Trails
- Outdoor Amphitheater
- Play Areas
- Parking
- Ponds & Gardens

SITE PLAN

howell &
vancuren

1. Enlarged parking areas
2. Festival areas to allow accommodation of larger events
3. Expanded trail system
4. Play areas and rest facilities allow increased activity





INDIANAPOLIS
MUSEUM
OF ART
IMA



STUART PARK IMPROVEMENTS

1. Clean and reshape ponds.
2. Provide recirculation water feature
3. Reconstruct walkways
4. Provide parking structure
5. Planted roof on parking structure
6. Use terraces between levels of the museum
7. Improved access to the service area
8. Extend connection to expanded paths





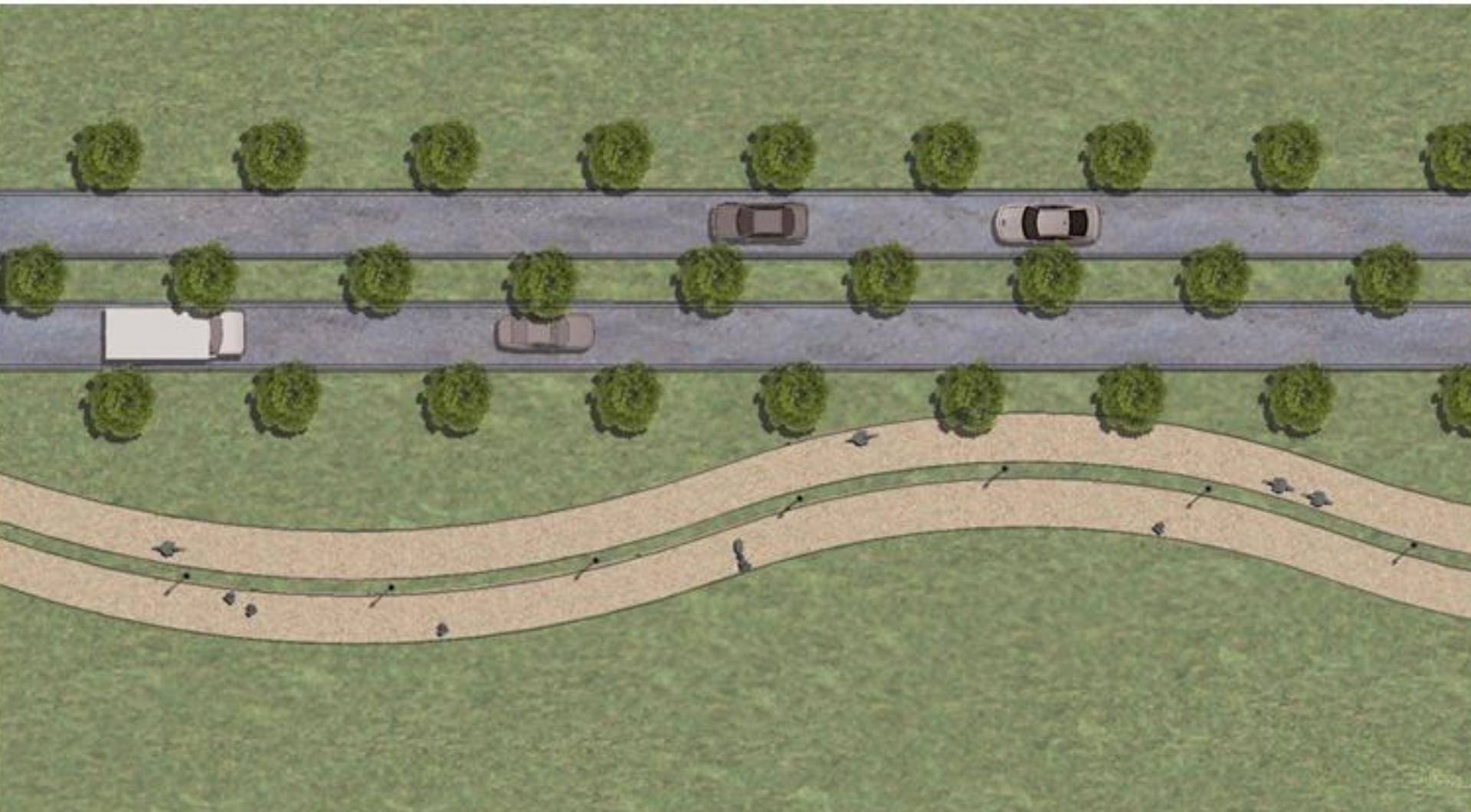
GILCREASE MUSEUM PROPOSAL

Connectivity: Gilcrease to the Gathering Place

Improved Gilcrease Museum Road:

- Landscaping
- Street Lights
- Bike Trail





**PROPOSED STREET AND
TRAIL IMPROVEMENTS
TO GILCREASE MUSEUM
ROAD**

EXISTING KATY TRAIL

**EXISTING
NEUBLOCK TRAIL**

**GILCREASE
MUSEUM**

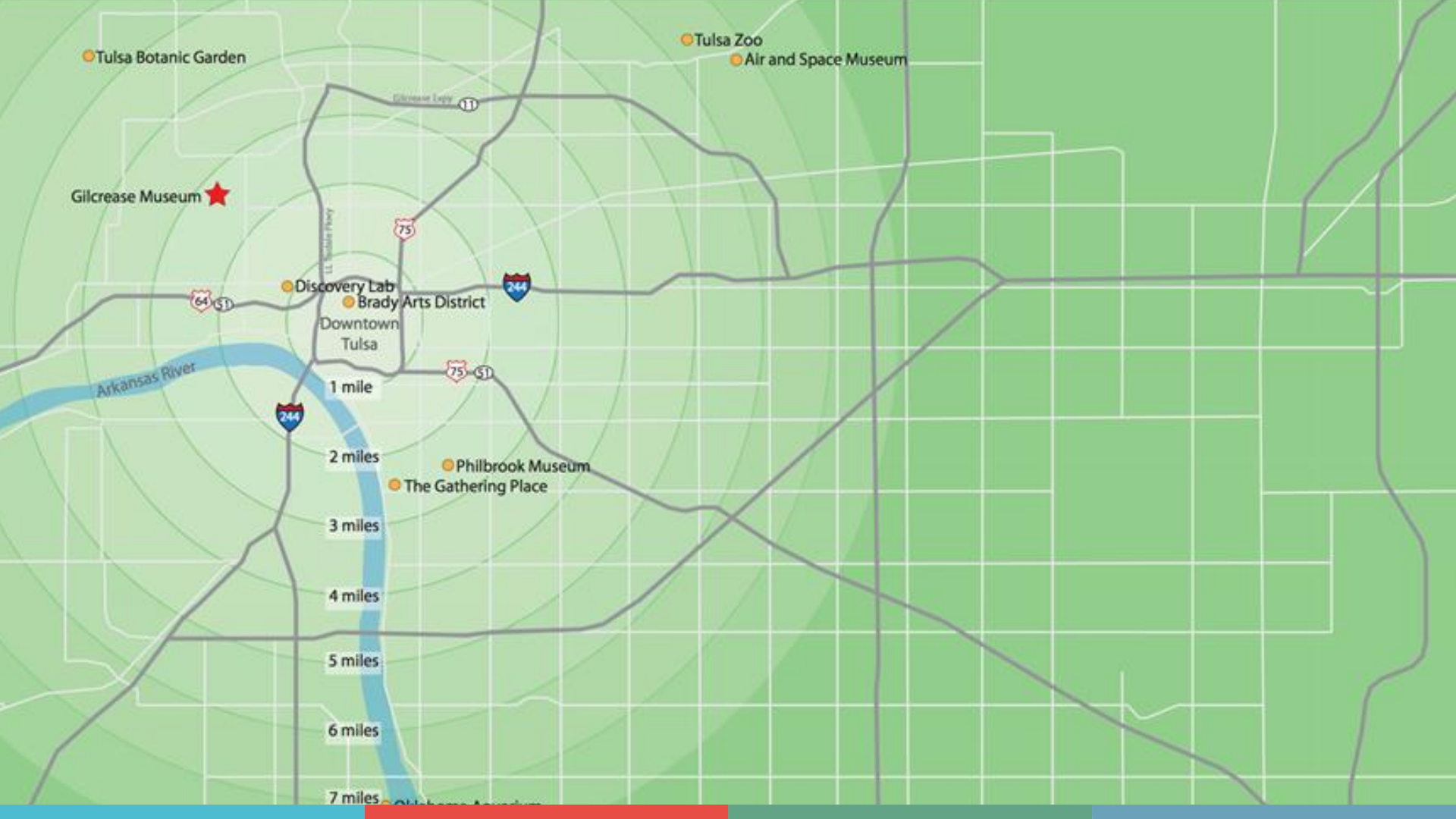
DOWNTOWN TULSA

ARKANSAS RIVER

**EXISTING RIVER
TRAIL**

**THE GATHERING
PLACE**





MOVING the ARROW

Sales Tax Revenue

- 500,000 + Visitors to Tulsa
- International Tourism
- Increase Tax Revenue (New \$)

Economic Development

- Maximizing an Asset You Already Own
- Needed Development to North Tulsa
- Connects Gilcrease to Downtown & Region

Quality of Life

- Health & Wellness Activities
- Center for Civic Engagement
- Expanded Educational Opportunities



BUDGET

GILCREASE MUSEUM EXPANSION EXECUTIVE SUMMARY

The 119,000 square feet of expansion includes a new lobby that serves as a junction to all museum components and serves as a reception area for four hundred guests. The addition also includes a gift shop, 2nd level sky-view restaurant, Grand Gallery, archive storage, permanent exhibition, administrative support, parking garage for 400 and children's discovery area. The Grand Gallery is conceived to house the largest of the international traveling exhibitions. The new building, associated site work, furniture, exhibition fixture and audio-visual equipment are included in this scope of work.

Project Cost: \$69,298,000

MUSEUM GROUNDS AND STUART PARK UPGRADE

The work includes the new landscape for an outdoor plaza between the Helmerich Center for American Research and the Thomas Gilcrease Museum as well as the greater grounds bounded by Gilcrease Road and Newton Street. This work also includes the Stuart Park with walking trails that are ADA accessible within Stuart Park and connecting to the immediate Museum Grounds. The Stuart Park and Museum grounds would be integrated with trails but especially a visual and open integration that will draw visitors onto the grounds. Fountains and streams are visualized that take advantage of the sites ruggedly beautiful terrain.

Project Cost: \$3,793,000

BIKE AND HIKING TRAIL CONNECTOR

This bike and hiking trail would parallel Gilcrease Museum Road as it is envisioned to be improved to a boulevard from West Edison Street to Gilcrease Museum. The goal is to connect this trail to the existing Katy trail northwest of downtown and ultimately to downtown. This trail, through some of Tulsa's beautiful forested rolling hills, provides a connection and healthy opportunity for family exploration of the Gilcrease grounds.

Project Cost: \$1,531,000

**Total Proposed Project Cost:
\$74,622,000**



- Vision Plan
- Private Funds

\$75 M Capital Project

- Vision Package
- Advance Funds

\$50 M The University of Tulsa Match

- Private Dollars
- \$60+ M since 2008



GILCREASE

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