

THE LANDMARK DESTINATION FOR ART, ARCHITECTURE AND DESIGN

PRICE TOWER ARTS CENTER ■
Annual Report 2005



Richard P. Townsend
Executive Director and CEO



C.J. "Pete" Silas
Chairman

Continuity

appeared to be the watchword for 2005. Twenty years ago Price Tower Arts Center was incorporated (originally named the Bartlesville Museum and Sculpture Garden) and fifteen years ago it presented its inaugural exhibition, “*The Tree that Escaped the Crowded Forest*,” *Frank Lloyd Wright and the Price Tower*. Fifteen years later, ushering in the 50th anniversary year of the completion of Wright’s only skyscraper, the commemorative exhibition *Prairie Skyscraper: Frank Lloyd Wright’s Price Tower* debuted in October.

But the continuity was not only a matter of dates and anniversaries, but was broader and deeper, extending into our exhibition schedule, public programs and acquisitions throughout the year. Four out of the six temporary exhibitions dealt with the theme of the blurred boundaries of art, architecture and design, ranging from Dennis Oppenheim’s scale models of architectural sculpture to photographs that elevate architectural photography to an art form. The Arts Center scored a great coup with the part gift, part purchase of the contents of the exhibition, *Dennis Oppenheim: Indoors, Outdoors*, which in one stroke brought our collections of architecturally-related material up to the present day. The year saw Price Tower Arts Center more firmly established as a leader in the art, architecture and design world and the only such dedicated museum in the central United States.



Photo by Marc Rains



Photos by Joe Price (left: PTAC 200415.02; right: PTAC 200316.235)

PRAIRIE SKYSCRAPER

Fifty years ago in February of 1956, Price Tower was completed and opened to the public. Price Tower Arts Center observed this extraordinary and historic moment by organizing a special exhibition and publishing an accompanying publication—the first comprehensive, critical examination of the Tower authored by leading scholars of architecture and design. *Prairie Skyscraper: Frank Lloyd Wright's Price Tower* opened October 13th, and was organized by Price Tower Arts Center, in cooperation with The Frank Lloyd Wright Foundation, Scottsdale, Arizona. It was generously underwritten in part by the Henry Luce Foundation, New York, the Buell Family of Bartlesville, the Silas Foundation and the Oklahoma Tourism and Recreation Department. The exhibition's remarkable installation by Zaha Hadid and her London office was a meeting of the past and future, combining the original Wright material for Price Tower with the design of the architect from whom in 2002 we commissioned a building expansion. The exhibition with its installation tours throughout 2006 to Yale University's Art + Architecture Gallery and closes at the National Building Museum, Washington, DC. The book, edited by exhibition guest curator Prof. Anthony Alofsin comprises 176 pages with over 150 color and black and white illustrations and was published and distributed by Rizzoli International Publications. It includes four essays by nationally known scholars Alofsin, Joseph Siry, Hillary Ballon, Pat Kirkham and Scott Perkins and exhibition catalogue by Monica Montagut that documents for the first time our own extensive collection of Frank Lloyd Wright material as well as many of the associated drawings in the Frank Lloyd Wright Foundation.

A testament to the constant interest in Wright and the burgeoning attention paid to Price Tower, *Frank Lloyd Wright: Renewing the Legacy* was organized by The Heinz Architectural Center, Carnegie Museum of Art, and seen there October 1, 2005 to January 15, 2006. The exhibition juxtaposed works by Wright, the Darwin Martin House (1904) and the later Price Tower (1956), and the present day architects who worked at these sites: Toshiko Mori at the former, and at the latter, Wendy Evans Joseph and Zaha Hadid. The Carnegie exhibition brought a great deal of notice to the Arts Center in the media including the *Pittsburgh Post-Gazette*, *Wall Street Journal* and CNN.com.

THE NATIONAL ADVISORY COUNCIL

The Council's first meeting of the year was held in Los Angeles on June 2nd-5th. The Council, trustees and members of the Director's Circle and Chairman's Council enjoyed architectural tours, including Frank Lloyd Wright's Hollyhock and Storer Houses (1920 and 1923, respectively), Richard Schindler's own house on King's Road (1920), Charles and Ray Eames own Case Study House (no. 8; 1949), and John Lautner's Sheats/Goldstein House. There was plenty of opportunity to view contemporary architecture, with tours of Rafael Moneo's new downtown cathedral and Frank Gehry's Disney Hall and great art experiences with tours of the Epstein and Lopez private collections. Joe Price personally guided us through Bruce Goff's Japanese Pavilion at Los Angeles County Museum of Art, and again the next day at his and his wife Etsuko's home designed by Goff disciple, Bart Prince. That visit to Laguna Beach also included brunch at the home of Harold and Sandy Price and a tour of their collection of modern and contemporary art.

From top, clockwise:

Zaha Hadid designed installation for *Prairie Skyscraper: Frank Lloyd Wright's Price Tower*; Harold C. Price Sr. and Frank Lloyd Wright dedicate the new building, February 9, 1956; Price Tower at night, 1956.

In October, the Council met in Bartlesville on the occasion of the opening of *Prairie Skyscraper* on October 13th, joined by almost 200 other special guests at that event. Friday's Council meeting and Chairman's Council dinner, a gala event honoring *Prairie Skyscraper* and the 50th anniversary, was followed Saturday by a symposium with nationally renowned scholars speaking on Wright's Price Tower.

EXHIBITIONS AND CONSERVATION

As we noted earlier, the Arts Center's exhibition season demonstrated increased coherence as we sought to capitalize on Wright's legacy, and at the same time bring diversity to our programming. *Bold Improvisation: 120 Years of African-American Quilts* revealed the moving story of the heroic struggle of a people to retain their history and traditions by communicating them through design. *Dennis Oppenheim: Indoors, Outdoors* was a long awaited survey of the architecturally related work of this major New York artist. Next was *Building Images: Seventy Years of Photography at Hedrich Blessing*, which had been seen in Washington, D.C., Chicago and other major cities. It examined the renowned Chicago photography studio "looking" at the work of luminaries such as Frank Lloyd Wright, Ludwig Mies van der Rohe, Skidmore Owings Merrill and Phillip Johnson. *Structures of Our Time* was organized by the American Institute of Architects to celebrate their 25-year award to buildings that demonstrate enduring excellence, a prestigious honor which in fact was accorded Price Tower in 1983. Showing simultaneously, *Bruce Goff: The Drunken Boat*, showcased a series of large-scale watercolors created for Joe Price, Goff's greatest patron, as illustrations to Rimbaud's poem, and seen by the public for the first time. The culmination of the

season was *Prairie Skyscraper* which presented for the first time a comprehensive selection of the Arts Center's collection of objects relating to the Price Tower, including never-before-exhibited Wright documents and drawings from its own holdings and from those of the Wright Foundation's archives. On view were 108 drawings, models, photographs, documents, building components and Wright-designed furnishings including desks, chairs, tables and textiles.

The Arts Center was a successful applicant to the Federally sponsored Conservation Assessment Program, which awarded us funds to commission not only an assessment of the collections and their condition, but also one for the historic structure and museum facility. The latter was carried out by Pamela Hawkes of the Boston firm Ann Beha Architects. Pamela Kirschner, an independent conservator specializing in furniture and decorative arts, particularly that of Frank Lloyd Wright, performed the collections assessment. Kirschner also carried out major conservation treatment and cleaning on 13 pieces of Wright furniture in preparation for the October opening of *Prairie Skyscraper* as well as the interior of Mr. Price's office on the 19th floor. This was part of the ongoing conservation and restoration of the Tower's original Wright interiors to be completed in October 2006, and funded in part by the National Endowment for the Arts. Also included in the program was the cleaning of the 17th floor mural designed and executed by Wright, performed by Carmen Bria of the Western Center for Conservation, Denver.

We are also pleased to report that in 2005 Price Tower Arts Center was accepted into the American Association of Museums accreditation program, a multi-year process.

From top, clockwise:

Bill Hedrich, *Edgar Kaufmann House (det.)*, "Falling Water," 1937 was on display in *Building Images*. School House Quilt (det.), c. 1929; Quilt constructed during *Bold Improvisation* was donated to Westside Community Center. Carmen Bria restores the *Blue Moon* mural.



EDUCATION

We are proud this year to have increased by a third the numbers of students served to 1,632, of whom 804 were Pre-school to 12, one hundred more than last year. It is with pleasure that we announce that late in 2005, the Henry Luce Foundation, New York, awarded the Arts Center a major grant for a new Architecture Study Center to be opened by the end of 2006. It will feature collection storage and a study area with computer work stations. The rapidly growing collections of architecture and design works on paper will be accessible there to students, scholars and the general public by appointment. Another major educational initiative launched in 2005 was *Building It Wright!* A dual educational outreach program, one exhibit is geared to adults and the other to school children. Both exhibitions focus on the unique construction of the Price Tower and both are bi-lingual in Spanish and English. They travel to schools, libraries and museums across the region throughout the 50th anniversary year and beyond. For specific details and programs, please see the report on Public Programs on pp. 14–15.

ACQUISITIONS

The true identity of a museum lies with its collections. We are what we collect. In just a few short years, we have acquired almost 12,000 pieces, much of it documentary, with over 4,000 of greater significance, attesting to the vigor and seriousness with which we have become a collecting institution. Directing your attention to the list of acquisitions for 2005 on pages 10–11, we sincerely thank those generous donors who have made this remarkable achievement possible. Over the year we accessioned 100 objects. While once again we acquired some important examples by Frank Lloyd Wright and Bruce Goff (a highlight of which was Patricia Romines and George Kravis' gift of a drawing for the Motzenbocker House,

1957, Bartlesville, documenting a roof design never realized), the majority of works this year were contemporary, underscoring our commitment to the art and design of today. In addition to the forty scale models of Dennis Oppenheim's architecturally related sculpture, thanks to the generosity of National Advisory Council member Barbara Jakobson, we obtained a major example of contemporary painting. *Jim was Jim* is a prime 1980 work by Oklahoma-born New York artist David Salle and will be featured in an upcoming exhibition the Arts Center is organizing in celebration of the state centennial in 2007. The Oppenheim pieces range from early experiments in Land Art, such as *Excavated Sculpture #3* (1967) and *Melting Forest* (1969) to his current large-scale public art: *Engagement* (1997) for Loeben, Austria; *Variation of Device to Root out Evil* (1997) for the Venice Biennale and the controversial *Blue Shirt* (2000) for Milwaukee Airport.

While challenges remain, especially in the areas of funding and outreach, we continue to rise to the occasion, and have had some marked successes as we hope you have learned from our preceding report. Despite, due to economic and other circumstances attendance was down by seven percent at Frank Lloyd Wright sites around the country and was diminished at local attractions as well, the Arts Center's overall attendance of 26,508 remained at the same level as last year. There is much to experience here at Price Tower Arts Center. We hope that you will join with us to share in it and support it.

C.J. "Pete" Silas
Chairman

Richard P. Townsend
Executive Director and CEO

From top, clockwise:

Richard P. Townsend, Dennis Oppenheim, and Monica R. Montagut at the 2005 Gala VIP Reception, April 9, 2005; Dennis Oppenheim, *Engagement*, 1997, Proposal for the City of Loeben, Austria (PTAC 2005.08.24); The renovated Wright Place Museum Store.



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Right: © 2005 Chris Claussen Photography Left: Photo by Jennifer Cordero



2005 Exhibitions

BOLD IMPROVISATION: 120 YEARS OF AFRICAN-AMERICAN QUILTS

January 21 – March 6, 2005

This exhibition presented works spanning 120 years of African-American quiltmaking from the collection of Scott Heffley of Kansas City. The way that these quilts were put together conveyed messages about the traditions, aesthetics and sensibilities of the makers and emphasized the key role design played in this vital tradition. Organized by the Collection of Scott Heffley with tour development by Smith Kramer Fine Art Services, Kansas City, MO, and made possible with assistance of the Oklahoma Arts Council and the National Endowment for the Arts.

DENNIS OPPENHEIM: INDOORS, OUTDOORS

March 18 – May 22, 2005

Featuring over 40 works by Dennis Oppenheim, the exhibition surveyed his architecturally related sculpture through scale models which ranged from his Land Art projects of the 1960s to recent public art. The latter presents a fusion between sculpture (indoors) and vernacular architecture (outdoors). In his hybrids Oppenheim positions public art farther away from traditional sculpture and closer to architecture. Organized by Price Tower Arts Center and made possible in part with the assistance of ConocoPhillips, the Oklahoma Arts Council and the National Endowment for the Arts.

BUILDING IMAGES: 70 YEARS OF PHOTOGRAPHY AT HEDRICH BLESSING

June 3 – July 31, 2005

Hedrich Blessing is the Chicago-based photographic studio that started its practice in 1929 and through its 70-year history has revolutionized architectural photography. The exhibition was drawn from a retrospective presented at the Chicago Historical Society, home to the Hedrich Blessing Photographic Collection, an archive of over 300,000 images from 1929-2001. The exhibition was organized and curated by Nick Merrick with the assistance of Jim Hedrich and Wayland Choy, its tour circulated through guestcurator.com, and made possible in part by ConocoPhillips, the Oklahoma Arts Council and the National Endowment for the Arts.

STRUCTURES OF OUR TIME: 31 BUILDINGS THAT CHANGED MODERN LIFE

August 12 – September 25, 2005

This exhibition celebrated 31 buildings that have received the American Institute of Architect's 25-Year Award, a national recognition to buildings that have stood the test of a quarter century of time. These buildings, which include Frank Lloyd Wright's Price Tower, have marked and defined our era and are recognized for successfully providing identity and pleasure to their communities. The exhibition was organized by The American Architectural Foundation with generous support of CAN/Shinnerer Insurance Programs, The American Institute of Architects, The AIA College of Fellows, The Graham Foundation for Advanced Studies in the Fine Arts and McGraw-Hill Construction Information Group and is circulated by The American Architectural Foundation. The Bartlesville showing was made possible in part by ConocoPhillips, the Oklahoma Arts Council, and the National Endowment for the Arts.



Photo by Marc Rains, 2005



© 2005 Chris Clausen Photography



Photo by Giovanni Suter

BRUCE GOFF: THE DRUNKEN BOAT

August 12 – September 25, 2005

This exhibition featured Bruce Goff's *The Drunken Boat*, a series of 26 paintings inspired by Arthur Rimbaud's poem of the same name. Though known as an architect, Goff's creativity can be seen clearly through his improvisation in painting. The exhibition was organized by Price Tower Arts Center from the collections of Etsuko and Joe Price and was made possible in part by ConocoPhillips, the Oklahoma Arts Council, and the National Endowment for the Arts.

PRAIRIE SKYSCRAPER: FRANK LLOYD WRIGHT'S PRICE TOWER

October 14, 2005 – January 15, 2006

Celebrating the 50th anniversary of the H.C. Price Company Tower, the exhibition was devoted to the only skyscraper built by Frank Lloyd Wright, and inspired by a tree. This innovative building not only changed the horizon of the Oklahoma prairie, but also the world of architecture. The exhibition was organized by Price Tower Arts Center in cooperation with The Frank Lloyd Wright Foundation and was made possible in part by The Henry Luce Foundation, the Buell Family of Bartlesville, The Silas Foundation, the Oklahoma Tourism and Recreation Department, Oklahoma Humanities Council and the *We The People* initiative of the National Endowment for the Humanities, ConocoPhillips, The American Architectural Foundation, The Oklahoma Arts Council, The National Endowment for the Arts, KTUL-TV Oklahoma's News Channel 8 and Oklahoma Magazine. The exhibition was curated by Anthony Alofsin with the assistance of Monica Ramirez-Montagut. The exhibition installation was designed by Zaha Hadid and Office of Zaha Hadid, London, and co-produced by Price Tower Arts Center and Yale University Art + Architecture Gallery.

From top:

Prairie Skyscraper: Frank Lloyd Wright's Price Tower; Dennis Oppenheim: Indoors, Outdoors; Giovanni Suter, Libbey-Owens-Ford Showroom at the Merchandise Mart, 1938 from Building Images.

2005 Acquisitions

F. Schumacher and Co.

Schumacher's Taliesin Line of
Decorative Fabrics and Wallpapers –
Sample Book
1955
Printed paper, fabric and
wallpaper
Museum Purchase
2005.01

Wendy Evans Joseph, designer (born 1955–)

fabricated by Stan Fouts,
Bartlesville, OK
Inn at Price Tower bar stool,
desk and rug
2003
Museum Purchase
2005.05.1-3

Bruce Goff (1904-1982)

Garden stool for Shin'en Kan
c. 1956
Painted wood and upholstery
Gift of Friends of Shin'en Kan
2005.10.1

Bruce Goff (1904-1982)

White Flower (sculpture designed
for Shin'en Kan)
c. 1956
Wood, glass, ceramic tile, string,
reinforced plastic, plastic beads,
Styrofoam, sequins
Gift of Friends of Shin'en Kan
2005.10.2

Bruce Goff (1904-1982)

Black Flower (sculpture designed
for Shin'en Kan)
c. 1956
Wood, glass, ceramic tile, string,
reinforced plastic
Gift of Friends of Shin'en Kan
2005.10.3

Pedro Guerrero (born 1912)

Photograph of Frank Lloyd Wright
at the Guggenheim Pavilion with the
model of the Price Tower
1953 image, 2005 print
Artist's proof
Color digital print
Gift of Pedro Guerrero
2005.11

Rug from Living Room of Frank Lloyd Wright's Hillside

1956
Wool
Gift of Jack and Cheryl Lenhart
and Brad and Catherine Lenhart
2005.12

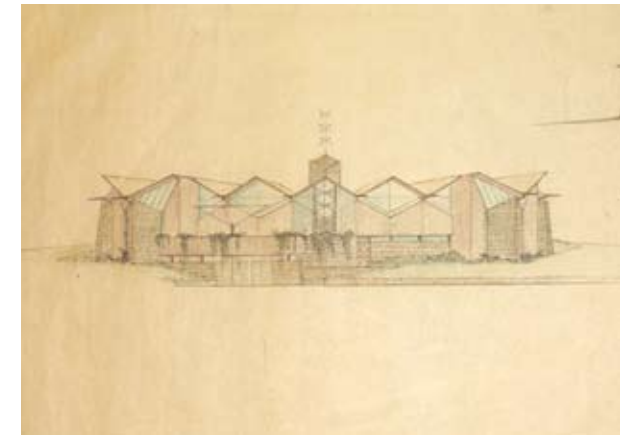
Jeff Millies (Hedrich Blessing)

22 photographic prints of Price Tower
and installation of exhibition
Building Images: 70 Years of
Photography at Hedrich Blessing
2005
Color photographic prints
Partial museum purchase
2005.13

OUTGOING LOANS

Loan of 23 collection objects and
Inn at Price Tower furnishings to
Carnegie Museum of Art, Heinz
Architectural Center, Pittsburgh,
Pennsylvania, for Frank Lloyd
Wright: Renewing the Legacy,
October 10, 2005 – January 22, 2006

Loan of 7 Price Tower-related
objects to the Wichita Art Museum,
January 21 – September 2, 2005.



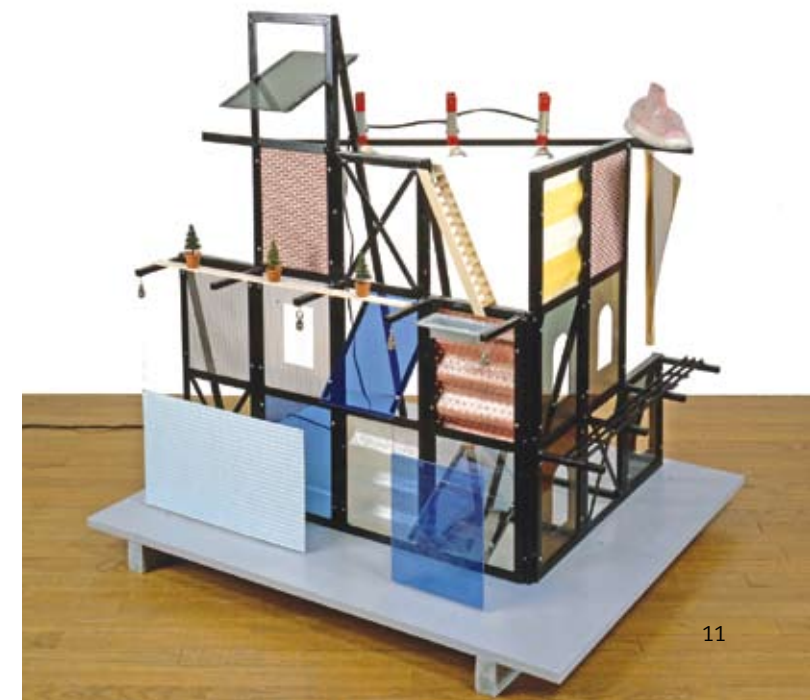
© 2005 Amatural Photography

Facing page:

F. Schumacher and Co., Schumacher's
Taliesin Line of Decorative Fabrics and
Wallpapers – Sample Book.

From top, clockwise:

Bruce Goff, Motesbocker Residence, elevations
(detail), c. 1957; Dennis Oppenheim,
Blue Shirt, Proposal for the Milwaukee
International Airport, 2000 (PTAC
2005.08.30); Dennis Oppenheim, Stage Set
for a Film #1 Proposal for the City of
Valladolid, Spain, 1998 (PTAC 2005.08.26);
David Salle, Jim was Jim. 1980.



Bruce Goff (1904-1982)

21 architectural drawings for
miscellaneous projects
Diazotype on paper
Gift of the estate of Frederick
Countryman
2005.02.01-.21

Bruce Goff (1904-1982)

Motesbocker Residence,
elevations, c. 1957
Diazotype with color pencil
on paper
Gift of Patricia and Joel Romines
and George R. Kravis II
2005.03

Four letters from Bruce Goff and Joe Price

1958-1983
Gift of Patricia and Joel Romines
and George R. Kravis II
2005.04.1-4

Jaune Quick-to-See (born 1940)

Untitled
Mixed media on paper
Found in the collection
2005.06

David Salle (born 1952)

Jim was Jim, 1980
Oil on canvas
Gift of Barbara Jakobson
2005.07

Dennis Oppenheim (born 1934)

Domestic Quarrel, 2005
Steel, electric cable, lexan,
fiberglass, plastic
Museum purchase
2005.08

Dennis Oppenheim (born 1934)

40 architectural models
Gift of Dennis Oppenheim and
museum purchase
2005.09.01-.40

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Amy Amatucci
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Shirlee Rogers*
Finance Assistant /
Membership Coordinator

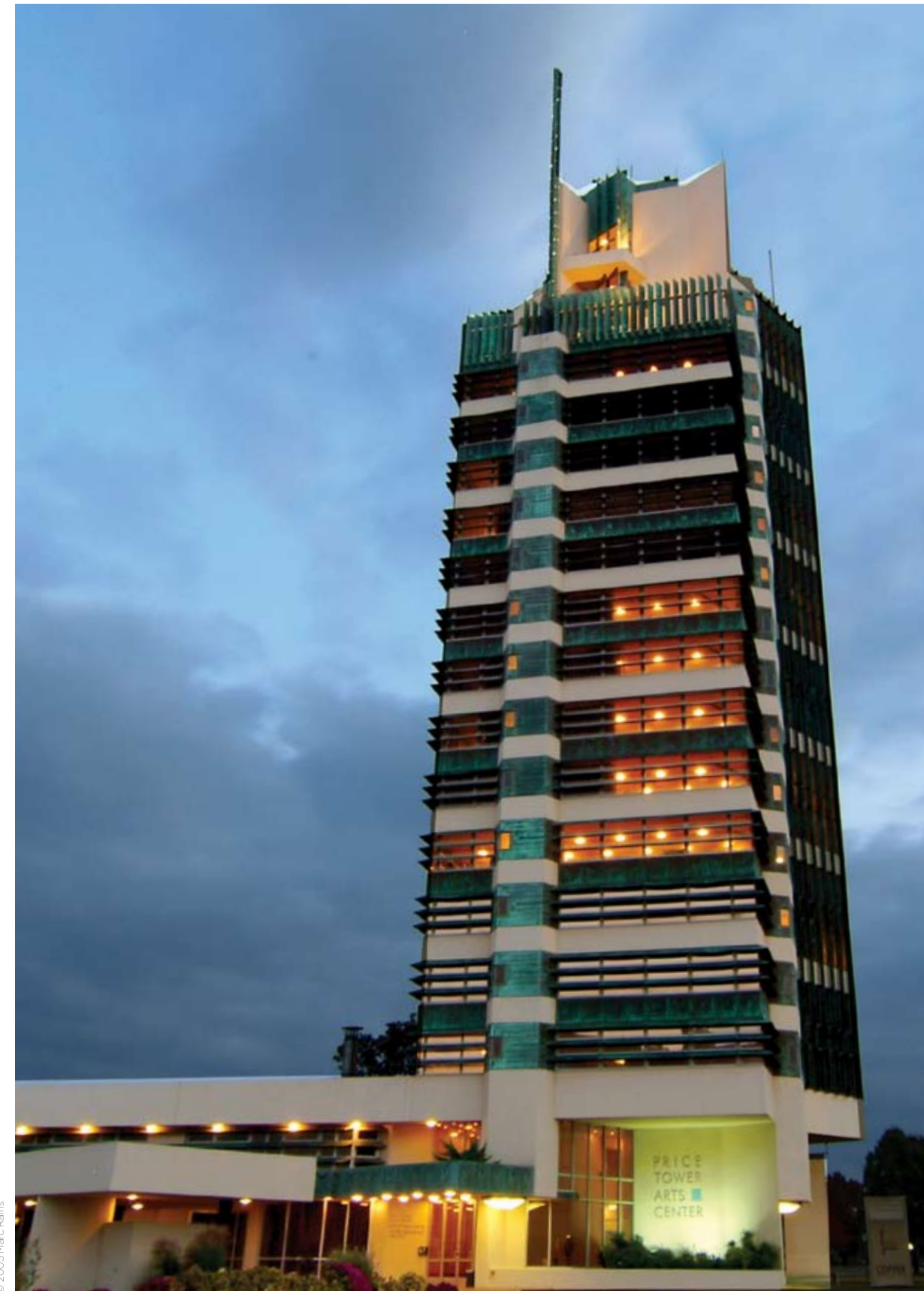
Timm Harrison
Restaurant Manager

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Innkeeper

Abigayle Tobia*
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* Former employees



2005 Attendance and Public Programs

DOCENT AND TOUR PROGRAMS

Price Tower Arts Center visitors' experiences and memories often depend on their encounter with docents. Docents enthusiastically deliver historic tower tours to guests of the Arts Center. They also provide essential support to administration, retail, marketing and curatorial departments.

The Arts Center provides ongoing training, which during 2005 included "Brown Bag" lunches and gallery talks; a physical plant tour led by our Building Supervisor; tour addition of the fifth floor office; and participation in the *Prairie Skyscraper* symposium. Docents received a copy of the *Prairie Skyscraper* catalogue to use as an educational and reference tool.

The 40 docents donated over 1,200 volunteer hours this year. Appreciation events, incentive programs and other special opportunities were offered during the year to show the Arts Center's gratitude for their hard work.

Tour Attendance: 4,652

School Educational Programs

The program centers around an extraordinary building that offers educators unlimited opportunities to show students how to learn, using art, architecture and design. The programs offered to grades K-12 add new possibilities for the fulfillment of the State of Oklahoma's PASS requirements in visual arts, math, history and social studies.

The new *Building It Wright!* traveling exhibition provides schools an on-site tool for students to gain a working knowledge of Price Tower, even when they are not able to visit the Arts Center in person. Free teacher material, tour and gallery admission and hands-on projects were offered to all educators and students. Bus funds for visits also were offered to participating schools. School districts that were involved in the educational programs included Bartlesville, Dewey, Nowata, Tulsa, Quinton, Vinita, Cleveland, Liberty, Gore, Stillwater, Coffeyville and Fredonia, KS. Homeschool organizations from Bartlesville, Dewey, Tulsa, Nowata and Caney, KS also participated.

Total Attendance: 804 students and teachers



Youth Patch Program

In cooperation with Girl Scouts, Boy Scouts and Camp Fire USA, youths in the area earned a patch from the Arts Center in architecture and art after completing a list of requirements and a tour of the tower and galleries.

Total Participation: 49

Saturday Morning Art Classes

The Saturday morning classes offered a new concept during the exhibition *Bold Improvisation: 120 Years of African-American Quilts*. A series of classes on a single subject were offered, rather than only one class per subject. Additional classes were offered to ages 8 and up in the annex throughout the year.

Total Participation: 67

ArKIDtecture

This pre-school program held twice a month for ages 3 to 6 offers a short story time in the gallery followed by a hands-on activity in the annex. The class encourages a familiarity with a museum environment and provides the opportunity to experience architecture, art and creativity. The response to this program has been outstanding with over 100% increased participation over 2004.

Total Attendance: 243

EXHIBITION LECTURE SERIES

Bold Improvisation: 120 Years of African American Quilts

January 23, 2005 – "Collecting African-American Quilts" by Scott Heffley, collector and organizer.

February 27, 2005 – "Quilts, Jazz, and Gumbo: Improvisation in African-American Culture" by Teresa Shelton Reed, Ph.D., Professor of Music, University of Tulsa.

Dennis Oppenheim: Indoors Outdoors

April 10, 2005 – Gallery talk by the artist.

April 24, 2005 – "Dennis Oppenheim's Dualities" by Monica Ramirez-Montagut, Ph.D., Curator of the exhibition.

May 8, 2005 – "Dennis Oppenheim and Current Trends in Contemporary Installation Art" by Michaela Merryday, Ph.D., Asst. Professor at the University of Tulsa School of Art.

Building Images: 70 Years of Photography at Hedrich Blessing

July 10, 2005 – by David Halpern speaking on photographing Tulsa's Art Deco.

Prairie Skyscraper: Frank Lloyd Wright's Price Tower

October 15, 2005 – *Prairie Skyscraper* Symposium and book signing took place at the Bartlesville Community Center. Speakers included Anthony Alfosin: *Pinwheel on the Prairie: an Overview of the Price Tower*, Joseph Siry: *Wright's Price Tower: Context, Clients and Construction*, Hilary Ballon: *From New York to Bartlesville: The Pilgrimage of Wright's Skyscraper*, and Pat Kirkham and Scott Perkins: *Interiors, Furniture and Furnishings*.

November 13, 2005 – "Uncontaminated Truth: Frank Lloyd Wright, Mexico, and the Primitive Modern," by Luis Carranza, Professor in architectural history and theory at Roger Williams University.

December 4, 2005 – "The Tower Rises: Price Tower's History" by Monica Ramirez-Montagut, Ph.D., Curator of Collections and Public Programs.



SPECIAL EVENTS

April 10, 2005 – Program One: Dennis Oppenheim videos shown at the Circle Cinema in Tulsa.

July 1 to August 28, 2005 – *Gussman Thirty-Seven*, the University of Tulsa Annual Juried Student Art Exhibition, held at the Bartlesville Community Center in the Ted and Melody Lyon Gallery.

August 25, 2005 – Video Art! At Circle Cinema. Second edition of Price Tower Art Center's video art series initiative.

Total Lecture Series Attendance: 322

Arts Center Attendance: 12,486

Inn and Copper Attendance: 15,434

Total Attendance: 26,506



2005 Development Report



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The Arts Center exceeded its contributions goal by almost \$400,000 thanks to the extraordinary generosity of a few donors who increased their giving in light of a challenging year. A number of board members and close supporters responded to a “Sustaining Campaign” appeal. We deeply appreciate those who contributed. For the year, 342 donors made 432 gifts in the amount of \$1.69 million.

Highlights of major support obtained throughout the year include awards from private foundations, corporations and government. The Henry Luce Foundation, New York, concluded their support for *Prairie Skyscraper: Frank Lloyd Wright’s Price Tower* this year and awarded the Arts Center a further \$75,000 in support of the new Architecture Study Center to open in 2006. Sarkey’s Foundation was also generous in supporting Wright-related educational and technological support (\$16,000). In 2005, the Silas Foundation deserves much credit for significant operating support. On the corporate side, ConocoPhillips contributed to help underwrite the entire exhibition season (\$25,000). Government sources were particularly generous this year. The Arts Center received for the second, consecutive time an award from the National Endowment for the Arts (\$35,000) to aid in the ongoing campaign to restore the building’s original Wright interiors. Also from the federal government, the Institute for Museum and Library Services awarded us conservation assessment funds. On the state level, the Oklahoma Arts Council gave us our largest award to date (\$23,500) for exhibitions throughout the year. In support of *Prairie Skyscraper*, the Oklahoma Humanities Council and National Endowment for the Humanities contributed \$15,000, while the Oklahoma Tourism and Recreation Department gave \$17,500.

The 2005 Annual Gala held on April 9, 2005 was themed “Fun in 3-D: Drink, Dance and Dine with Dennis Oppenheim,” and raised \$26,300. Those who attended the pre-Gala cocktail party were able to personally visit with the artist, who was later that evening honored at the black-tie dinner. The live auction featured some of Oppenheim’s work due to the generous support of John West and Mary Weare. Many thanks are due to the organizing committee, chaired by Kimberly Doenges: Marjorie Atwood, Val Callaghan, Carolyn Gorman, Jana Gorman, Sheryl Kaufman, Jane Kirkpatrick, Robbie Morris, Leigh Ann Moss, Theo Silas, Rhonda Webb, and Barbara Williams. True to the Gala’s theme which played on the idea of multi-dimensional sculpture, attendees were given 3-D glasses and dined on filet of beef with leeks, mushrooms and boursin and for dessert, a chocolate pyramid in white chocolate coulis, courtesy of Culinaire International.

Both upper level groups, the Director’s Circle and the Chairman’s Council, had the opportunity to enjoy throughout the year exclusive events such as VIP receptions and the annual Chairman’s Council Dinner, which this year celebrated *Prairie Skyscraper*. Guests from around the country first attended a cocktail reception and private view of the exhibition on the first floor before ascending to Copper Restaurant + Bar, both floors of which were reserved for the dinner featuring osso buco prepared by Culinaire’s executive chef. Both societies enjoyed a spring trip to Oklahoma City and Norman with tours of the Oklahoma City Museum of Art and the new Fred Jones Jr. Museum at the University of Oklahoma, designed by Hugh Newell Jacobsen, and led by Director Eric Lee.



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From top, clockwise:

Gala Committee 2005: Carolyn Gorman, Robbie Morris, Val Callaghan, Theo Silas, Dennis Oppenheim (Artist), Janie Kirkpatrick, Kimberly Doenges (Event Chair), Rhonda Webb, Sheryl Kaufman; John Amatucci and Jimmy Diffee at “Fun in 3D” Gala; Dennis Oppenheim, *Bus Jump*, Proposal for the Transit Center, Buenaventura, California, 1999 (PTAC 2005.08.27).

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 35 patrons**

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 (\$30) – 13 patrons**

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Prairie Skyscraper

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Prairie Skyscraper Installation

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Co-produced by Price Tower Arts Center and Yale University Art + Architecture Gallery

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From top left, clockwise:
 Frank Lloyd Wright, *Price Tower*, perspective drawing, view from the south, Frank Lloyd Wright Foundation 5215.004; Dennis Oppenheim: *Indoors Outdoors*; Price Tower, 1956; Book signing with David Halpern, author of *Tulsa Art Deco*.

left: © Frank Lloyd Wright Foundation; right: © 2005 Chris Clausen Photography



left: Photo by Jennifer Cordeno; right: Photo by Joe Price



2005 Marketing and Public Relations



Creating and implementing a branding strategy was key to marketing efforts in 2005. Strategic advertising placements and supportive relationships also aided the Arts Center in its attendance and income. The

varied exhibitions drew a wide range of target markets and presented many opportunities for creative solutions. The premier exhibition, *Prairie Skyscraper: Frank Lloyd Wright's Price Tower*, the 50th anniversary kickoff, drew crowds from around the nation with attendance reaching nearly 30% of the Arts Center's total museum attendance, with the help of public relations efforts from The Kreisberg Group, Ltd. of New York and the regional marketing efforts of Braincrumbs and the Arts Center's staff.

MARKETING

2005 presented the opportunity to create a collaboration of all Price Tower entities, the Arts Center, Inn, restaurant, and museum store. In effect, Price Tower as a destination launched the initial stages of a cohesive branding campaign.

The addition of more grass roots marketing, such as hanging posters and mailing to targeted audiences led to short term successes in attendance for each of the exhibitions.

COPPERTONES *A Night of Jazz* continued on the second and fourth Thursdays of the month with regional talent ranging from Earl Clark to Isabel Estes. Additionally, radio and internet giveaways for Inn at Price Tower on KOOL 106.1 and donations to area charity auctions added to the awareness.

The Arts Center and Inn at Price Tower utilized collateral materials including the organizational brochure, the exhibition rack card, and the Inn brochure. *The View* quarterly newsletter received a face lift to help coordinate the Tower's many facets and inform our local, regional and global audiences with current information, including the calendar of events. The Arts Center also built a brand new upgraded website reflecting the advancement of the organization. Some of the new capabilities included an e-newsletter, e-press releases, downloadable information, links to sponsors' sites, and an e-commerce site for both The Wright Place museum store and membership.

Strategic partnerships continued to grow in 2005, as Price Tower Arts Center worked closely both in advertising and public relations with KTUL NewsChannel 8 (ABC affiliate), *Oklahoma Magazine*, Tulsa's KWGS 89.5FM (NPR affiliate), and Bartlesville's KWON/KYFM/KRIG to promote the 2005 exhibition schedule and events.

ADVERTISING

Advertising in 2004 included billboards, print ads, postcards, posters, informational mailings, brochures, radio and television commercials, and word of mouth. Return on investment can be seen by the sustained attendance of 26,506. Advertising was placed in both local and regional travel publications and included placements in *Green Country Marketing's 2005 Guide to Green Country and Shopping, Dining and Entertainment Guide*, as well as *ArtNews*, *Dallas Morning News*, *East Wichita News*, *Joplin Globe*, *Tulsa World*, *Bartlesville Examiner Enterprise*, *Oklahoma Magazine*, *Oklahoma Today*, *Oklahoma Travel Guide*, and *Tulsa People*. CableOne of Bartlesville helped create a commercial that was utilized both in the Bartlesville and Tulsa markets to draw in crowds through midyear. Advertising sponsorship by KTUL NewsChannel 8 (ABC affiliate) provided a special commercial for *Prairie Skyscraper* and three months of advertising both on air and on their website.

PUBLIC RELATIONS AND MEDIA

Public relations focused regionally for the larger part of the year, with emphasis on national publications during *Dennis Oppenheim* and *Prairie Skyscraper*, with published pieces topping nearly 24 million in circulation nationally over the course of twelve months. The Kreisberg Group of New York assisted during the *Dennis Oppenheim* and *Prairie Skyscraper* exhibitions on a national level. We developed local, regional and some national and international interest through bi-monthly press releases on events and exhibitions with follow-up on leads. Among the notable appearances in print were: *PolOxygen*, *CasaBrutus* "100 Vacation Destinations 2005," *The New York Times*, *The Wall Street Journal*, and *Dwell*.

A press preview was held on October 13, 2005 for the opening of *Prairie Skyscraper: Frank Lloyd Wright's Price Tower*. Guests of the press and associates attended from *Tulsa World*, *KOSU Radio*, *Bartlesville Examiner-Enterprise*, *Bartlesville's KWON/KYFM/KRIG Radio*, *KTUL News Channel 8* (ABC affiliate) and *KOTV News Channel 6* (CBS affiliate).

Jennifer M. Cordero

Assistant Director of Marketing and Public Relations



Jazz saxophonist Earl Clark plays at Coppertones September 22, 2005.

Photo by Jennifer Cordero



FACILITIES & OPERATIONS

To celebrate the Price Tower's 50th anniversary of completion, the management team upgraded the appearance of The Wright Place retail space located on the ground floor. The museum store had been neglected during the major renovation that took place prior to the opening of Inn at Price Tower, and little money went into its original creation. To rectify this, custom display pieces were created by Corman & Associates in coordinating colors with built-in countertops and cabinets at the cash wrap station. This revamped display space now provides an effective backdrop to a small array of brand new site-specific product offerings developed in 2005. New products include an art cube created by Italy's Made in Museum using images selected by former curator Monica Ramirez-Montagut and featuring a storycard written by registrar Kay Johnson. Other items include a silk tie, a set of historic notecards and a set of sandstone coasters which feature the Wendy Evans Joseph olive mural design located in Copper Restaurant +Bar. While these new products were rolled out throughout the year, the great unveiling of the new retail look occurred during the opening of *Prairie Skyscraper*. Sales results have indicated a broad popularity for the new products, with retail sales for the fourth quarter showing a strong increase over the same period in 2004. As a result, the Wright Place retail sales experienced a yearly growth of 10 percent over the prior year. Sales results in early 2006 continue strong, with the new items leading the way.

The emphasis for building improvements in 2005 focused on signage. Visitors to the Price Tower lobby are once again greeted by the original marquee sign designed by Wright for this space. This lobby sign has been retrofitted with a display that permits customized inserts to advertise daily events taking place at the galleries, Inn and Copper.

INN AT PRICE TOWER

While customer satisfaction survey results continue to show strongly positive response from the public, the Inn at Price Tower experienced a decline in sales revenue during 2005. To respond to this development, a marketing campaign was devised which focused on cross-selling the products of the Inn with Price Tower Arts Center events & products. For example, in the fall of 2005, patrons were offered the "Prairie Skyscraper" package, which included hotel room night and a copy of *Prairie Skyscraper: Frank Lloyd Wright's Price Tower*. Other sales tactics include a telemarketing campaign to administrative assistants of corporate managers, in which information about product offerings are provided to these decision makers of corporate travel & entertainment events. Both tactics yielded good results, with the revenue comparison for November & December showing gains from the prior year of 4% and 13% respectively. Sales continued strongly in January 2006, with gains over January 2005 of 21%. If operators are able to maintain this trend, profitability will follow in 2006.

FINANCE

In terms of financial priorities, resources were focused sharply on exhibitions and programming. The total operating budget grew by 12%, with the increase divided evenly between personnel expense and exhibition expense. Costs related to the *Prairie Skyscraper* exhibition accounted for over 15% of the total annual budget. There was a broad base of support for this project as well, with support received from individuals, corporations, foundations and state government agencies. All other programs and exhibitions account for another 28% of the operating budget. Administrative expenses and building expenses remained relatively level from the previous year, and fundraising expenses decreased from 14% of total expenses in 2004 to 11% of total in 2005.



In conformity with accepted accounting standards, the financial positions of Price Tower Arts Center and Inn at Price Tower, its wholly-owned subsidiary, have been consolidated on the following statements. Inter-company transactions are as follows: In 2005, the Arts Center lent the Inn at Price Tower \$105,000 to cover the net loss of \$94,271. Included in the operating loss of the Inn is a pro-rata share of the utility and insurance costs of the Price Tower. As of December 31, 2005, Price Tower Arts Center has an accounts receivable from the Inn at Price Tower of \$16,864. The Arts Center has paid \$8,793 of insurance on behalf of the Inn at Price Tower. Lastly, the Inn at Price Tower collected \$6,367 in museum admissions fees which were remitted to the Arts Center in 2005.

For all activities, the organization ended 2005 with net assets of \$2,942,717 compared to \$3,054,976 in 2004.

Laura Riley
Director of Operations

Independent Auditor's Report and Financial Statements

For the Year Ended December 31, 2005

With Comparative Totals as of December 31, 2004

INDEPENDENT AUDITOR'S REPORT

Board of Trustees
Price Tower Arts Center, Inc.
Bartlesville, OK

We have audited the accompanying statement of financial position of *Price Tower Arts Center, Inc.* (a nonprofit organization) as of December 31, 2005, and the related statements of activities, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of *Price Tower Arts Center, Inc.*'s management. Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of *Price Tower Arts Center, Inc.* as of December 31, 2005, and the changes in its net assets and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Archambo & Mueggenborg, PC
Certified Public Accountants

April 13, 2006

Statement of Financial Position

December 31, 2005

With Comparative Totals as of December 31, 2004

	Price Tower Arts Center Inc.	Inn at Price Tower Inc.	2005 Total	Total (Memo)
ASSETS				
CURRENT ASSETS				
Cash and cash equivalents (Note 1)	89,918	58,449	148,367	102,483
Investments (Note 1)	7,873	0	7,873	19,190
Inventory	122,706	7,435	130,141	48,365
Accounts receivable	4,950	0	4,950	0
Employee advances	397	0	397	642
Prepaid exhibit rentals	1,875	0	1,875	13,518
Prepaid insurance and other expenses	22,860	697	23,557	43,078
Total current assets	250,579	66,581	317,160	227,276
OTHER ASSETS				
Pledges receivable (Note 4)	153,076	0	153,076	190,124
Property and equipment (Note 2)				
net of accumulated depreciation	2,644,910	14,927	2,659,837	2,809,113
Endowment in Bartlesville Community Foundation (Note 12)	10,000	0	10,000	10,000
Deposits	6,284	0	6,284	6,284
Total other assets	2,814,270	14,927	2,829,197	3,015,521
Total assets	3,064,849	81,508	3,146,357	3,242,797
LIABILITIES AND NET ASSETS				
Accounts payable	97,127	66,431	163,558	127,460
Accrued liabilities	14,788	3,761	18,549	28,146
Current portion of capital lease	1,642	0	1,642	0
Deferred income	16,698	0	16,698	32,215
Total current liabilities	130,255	70,192	200,447	187,821
LONG-TERM LIABILITIES (Note 12)				
Capital lease payable, less current portion	3,193	0	3,193	0
Total liabilities	133,448	70,192	203,640	187,821
NET ASSETS				
Unrestricted	2,829,258	11,316	2,840,574	2,890,254
Temporarily restricted (Note 3)	92,143	0	92,143	154,722
Permanently restricted (Note 1)	10,000	0	10,000	10,000
Total net assets	2,931,401	11,316	2,942,717	3,054,976
Total liabilities and net assets	3,064,849	81,508	3,146,357	3,242,797

Statement of Activities

For the Year Ended December 31, 2005

With Comparative Totals as of December 31, 2004

	Unrestricted	Temporarily Restricted	Permanently Restricted	2005 Total	2004 Total (Memo)
SUPPORT AND REVENUE:					
SUPPORT:					
Contributions	1,422,501	74,474	0	1,496,975	854,379
In-kind contributions	49,250	0	0	49,250	49,111
Grant income	82,401	16,169	0	98,570	32,500
Total support	1,554,152	90,643	0	1,644,795	935,990
REVENUE:					
Membership dues	94,874	0	0	94,874	82,790
Gift shop and exhibit sales	85,030	0	0	85,030	74,938
Admissions and class fees	24,889	0	0	24,889	34,724
Rental income	84,060	0	0	84,060	65,055
Special events	35,686	0	0	35,686	44,851
Interest and dividends	2,847	0	0	2,847	2,092
Miscellaneous income	23,250	0	0	23,250	349
Total revenue	350,636	0	0	350,636	304,799
Net assets released from restrictions:					
Restricted purpose fulfilled	153,222	(153,222)	0	0	0
TOTAL SUPPORT AND REVENUE	2,058,010	(62,579)	0	1,995,431	1,240,789
EXPENSES:					
Administrative expenses	521,160	0	0	521,160	501,799
Fundraising and development	218,313	0	0	218,313	234,580
Curatorial and public programming	841,263	0	0	841,263	691,105
Building and grounds	379,691	0	0	379,691	320,336
TOTAL EXPENSES	1,960,427	0	0	1,960,427	1,747,820
GAINS AND LOSSES:					
Net gain/(loss) on sale of investments	1,539	0	0	1,539	550
Unrealized gain on investments	44	0	0	44	21
TOTAL GAINS AND LOSSES	1,583	0	0	1,583	571
Net Revenue Over (Under) Expenses and Losses	99,166	(62,579)	0	36,587	(506,460)
INN AT PRICE TOWER, INC.					
Restaurant income	327,284	0	0	327,284	347,911
Hotel income	277,425	0	0	277,425	340,052
Expenses	(698,980)	0	0	(698,980)	(764,117)
Net Revenue Over (Under) Expenses	(94,271)	0	0	(94,271)	(76,154)
Changes in net assets before other adjustments	4,895	(62,579)	0	(57,684)	(582,614)
OTHER ADJUSTMENTS:					
Proceeds from sales of collection items	0	0	0	0	51,105
Collection acquisitions (Note 8)	(54,575)	0	0	(54,575)	(140,290)
Total other adjustments	(54,575)	0	0	(54,575)	(89,185)
TOTAL CHANGE IN NET ASSETS	(49,680)	(62,579)	0	(112,259)	(671,799)
Net assets, beginning of the year	2,890,254	154,722	10,000	3,054,976	3,726,775
Net assets, end of the year	2,840,574	92,143	10,000	2,942,717	3,054,976

Statement of Cash Flows

For the Year Ended December 31, 2005

With Comparative Totals as of December 31, 2004

	2005	2004
CASH FLOWS FROM OPERATING ACTIVITIES:		
Change in net assets	(112,259)	(671,799)
Adjustments to reconcile increase (decrease) in net assets to net cash provided by operating activities:		
Depreciation	209,881	214,041
Loss on disposition of assets	1,590	5,512
Realized gain on investments	(1,539)	(550)
Unrealized (gain)/loss on investments	(44)	(21)
Investment income	(55)	(55)
Stock donations	(71,344)	(39,240)
Bartlesville Community Foundation endowment	0	(10,000)
(Increase) decrease in operating assets:		
Accounts receivable	(4,950)	19,057
Employee advances	245	605
Pledges receivable	37,048	301,296
Inventory	(81,776)	(6,708)
Prepaid exhibit rentals	11,643	(7,115)
Prepaid insurance and other expenses	19,521	(8,117)
Increase (decrease) in operating liabilities:		
Accounts payable	36,098	12,190
Accrued liabilities	(9,597)	1,145
Deferred income	(15,517)	5,000
Net cash provided (used) by operating activities	18,945	(184,759)
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of furniture, equipment and building improvements	(62,195)	(58,459)
Sale of donated stock	84,299	31,468
Utility and other deposits	0	(6,284)
Net cash provided (used) by investing activities	22,104	(33,275)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Proceeds from capital lease	5,466	0
Payments on capital lease	(611)	0
Net cash provided (used) by financing services	4,835	0
Net increase (decrease) in cash	45,884	(218,034)
Cash, beginning of the year	102,483	320,517
Cash, end of the year	148,367	102,483

Statement of Functional Expenses

For the Year Ended December 31, 2005

With Comparative Totals as of December 31, 2004

PRICE TOWER ARTS CENTER INC.	Administrative Expenses	Fundraising & Development	Curatorial & Public Programming	Building & Grounds	Total	Inn at Price Tower	2005 Total	2004 Total (Memo)	
Salaries	244,143	85,781	135,977	61,897	527,798	219,328	747,126	650,858	Salaries
Employee benefits	20,932	3,691	10,359	9,551	44,533	14,520	59,053	65,497	Employee benefits
Payroll taxes	27,578	8,616	15,249	6,745	58,188	35,911	94,099	72,971	Payroll taxes
Other taxes	134	0	0	0	134	0	134	27	Other taxes
Contract services	14,577	1,064	35,200	48,886	99,727	64,713	164,440	118,642	Contract services
Advertising	223	0	96,133	0	96,356	14,097	110,463	123,408	Advertising
Consulting and promotions	0	0	71,320	0	71,320	4,783	76,103	46,386	Consulting and promotions
Programs and exhibits	0	0	127,852	6,798	134,650	0	134,650	69,406	Programs and exhibits
Food and beverage expense	134	8,142	6,330	0	14,606	0	14,606	16,086	Food and beverage expense
Utilities and telephone	45,088	5,410	58,015	72,141	180,654	53,577	234,231	188,634	Utilities and telephone
Other expense	5,726	611	706	0	7,043	720	7,763	14,445	Other expense
Insurance	9,605	828	21,586	11,036	43,055	11,458	54,513	79,458	Insurance
Office supplies	8,379	674	1,776	27	10,856	1,843	12,699	13,979	Office supplies
Supplies and equipment	8,813	2,812	961	7,091	19,677	25,932	45,609	44,083	Supplies and equipment
Printing and reproductions	7,704	12,194	39,515	0	59,413	1,649	61,062	60,084	Printing and reproductions
Postage and delivery	9,387	1,929	15,071	123	26,510	1,566	28,076	28,268	Postage and delivery
Professional services	(13,582)	22,900	95,069	1,850	106,237	105,301	211,538	273,922	Professional services
Rent	0	3,284	0	0	3,284	0	3,284	4,203	Rent
Conferences and travel	19,018	13,581	19,318	7,738	59,655	2,887	62,542	84,747	Conferences and travel
Dues and fees	7,209	2,493	1,709	75	11,486	15,786	27,272	29,906	Dues and fees
Repair and maintenance	105	0	0	52,825	52,930	5,492	58,422	71,286	Repair and maintenance
Security	7,885	946	10,093	12,616	31,540	0	31,540	28,665	Security
Seminars and training	390	2,488	2,790	0	5,668	0	5,668	9,751	Seminars and training
Special events	29	34,847	10,360	0	45,236	0	45,236	47,114	Special events
Cost of good sold	45,894	0	0	0	45,894	111,907	157,801	150,558	Cost of good sold
Damages and losses	1,606	0	0	0	1,606	0	1,606	5,512	Damages and losses
Depreciation	50,183	6,022	65,874	80,292	202,371	7,510	209,881	214,041	Depreciation
Total	521,160	218,313	841,263	379,691	1,960,427	698,980	2,659,407	2,511,937	Total

Price Tower Arts Center provides local, regional and global audiences with the experience of great art, architecture and design in an arts complex whose centerpiece is Frank Lloyd Wright's masterpiece, the Price Tower.

PRICE TOWER ARTS CENTER

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