Philanthropy for Public Places

public-private cooperation for the public good
Tulsa

- Settled in 1836 by two tribes
- Sits on the banks of the Arkansas River
- Incorporated in 1898
- First oil well established in 1901 (Glenn Pool)
- Population surges: from 1,000 in 1900 to 140,000 by 1930
- “Oil Capital of the World”
- Black Wall Street and 1921 Race Massacre
- Route 66
“They said we couldn’t do it, but we did!”
Route 66 – Cyrus Avery
Stud Horse Note
Museums
Performing Arts Center
And then....

- **1980 Oil bust**
  - Price per barrel tanked ($35 to $10)
  - Housing market crashed
  - Jobs vanished (102K energy jobs in ‘82 to 43K in ‘88)
  - Banks closed
  - Bankruptcies soared (123 in ‘81 to 1,568 in ‘86)
  - Major corporations consolidated, merged, taken over or moved away (Conoco, Texaco, Cities, Phillips)

- Tulsa Spirit was...
...shaken, but not broken

- Survived 80s
- Rebuilt in 90s
- 1998 – founding of Tulsa Community Foundation
  - Consolidated many independent philanthropic efforts into one
  - Focused on creating public-private partnerships
  - Quickly became the largest community foundation in the United States
Public-private partnerships under TCF

- Zoo privatization
- KPMG efficiency study
- Educare
- Tulsa Beautification Foundation
- TPD Foundation
- PlaniTulsa Comprehensive Plan
- BOk Center and ONEOK Field
- Tulsa Parks Master Plan
- Riverparks and Guthrie Green
A Gathering Place for Tulsa

GEORGE KAISER FAMILY FOUNDATION + MICHAEL VAN VALKENBURGH ASSOCIATES
River Parks
River Parks...Now
Guthrie Green
Guthrie Green
Guthrie Green
Guthrie Green
Landscape Goals: **Unify the Site**

- **Four disconnected areas**
- **One park**
Landscape Goals: **Provide a Variety of Experiences**

Limited, isolated experiences → Varied, integrated experiences
Final Schematic Design
Stats

- $465MM
  - $50MM land
  - $225MM construction
  - $25MM architectural, engineering, consultants, etc.
  - $100MM endowment
  - $65MM public infrastructure and investments
- 66 acres in phase 1
- 600 trees preserved and 5,789 planted
- 1.2MM shrubs, plantings, and plugs
- 16 acres of wildflowers and native grass
- 8 miles of pathways
- 2.8MM visitors in year one
Tulsa

- 45th largest city in the U.S.
  - 403,000 people in city; 1MM in MSA
- 2012 – “America’s Most Generous City®”
- 2018 – “Best City for Philanthropy”
  - Readers, nonprofit watchers selected Tulsa as “the place that is a model for charitable giving.”