

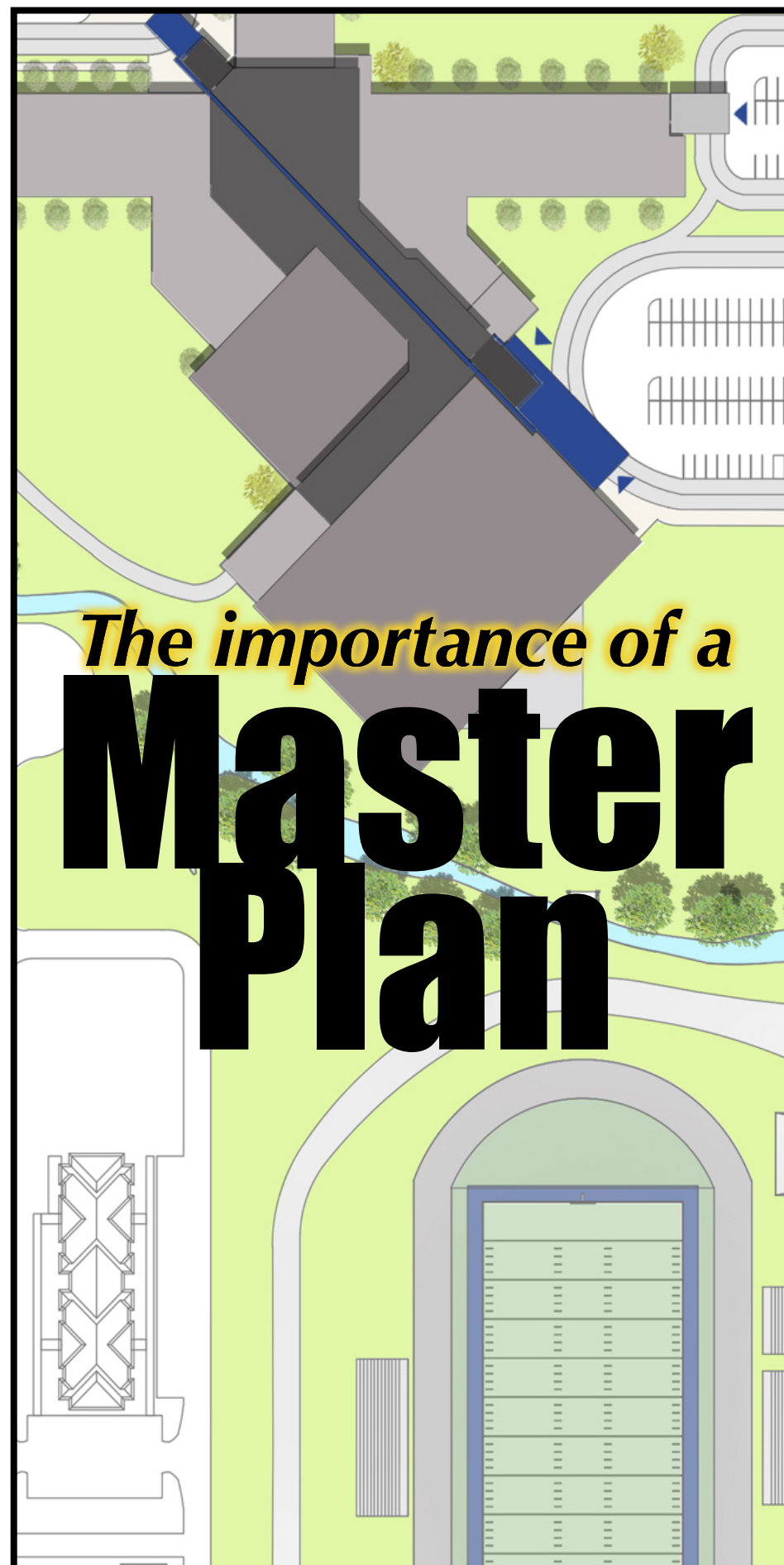


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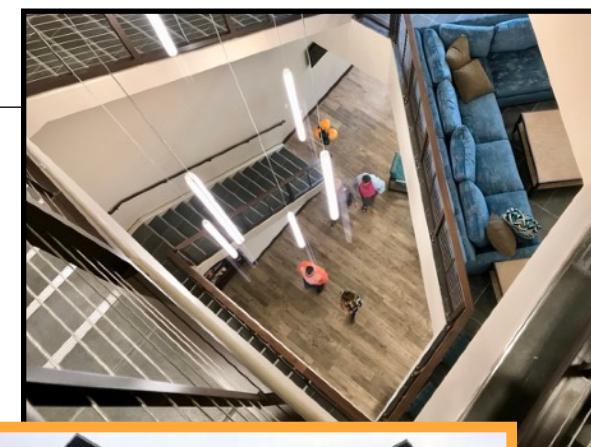
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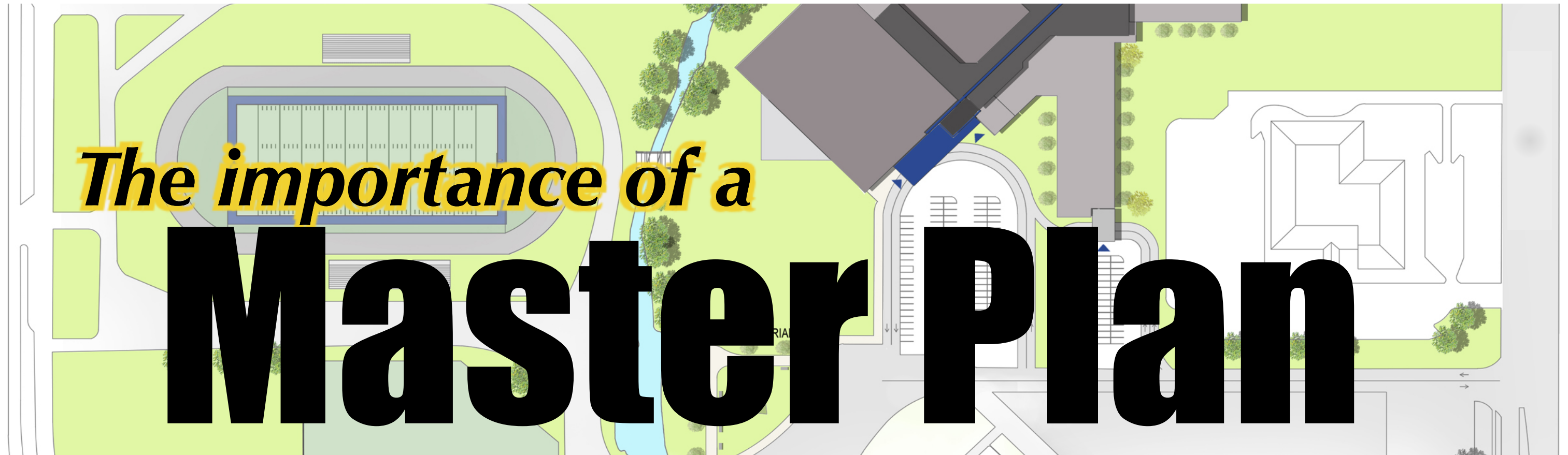
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Most everyone knows the axiom
 “If you fail to plan, you plan to fail.”

Yet in today’s rapid-change society, many plans themselves fail because they did not go far enough. Each plan requires its own plan – a master plan – to maximize success today and tomorrow.

Master plans outline the desired future for your organization and chart general steps for getting there. Their clarity and direction reassure patrons and observers of your seriousness and legitimacy, while their adaptability helps create respect, unity, and support among your clientele, constituents, and community.

An effective master plan starts with a grand vision statement capturing the spirit and purpose of your business or organization. It then structures that vision through strategic, obtainable goals, outlines the funds and resources required to perform these directives, sets budget targets, and lays out a flexible roadmap and timetable for achieving them. Finally, the master plan helps organizations stay ahead of market changes by setting reassessment and accountability standards. This is critical, for temporary changes in funding, materials, and other critical resources may require nimble adjustments to take advantage of opportunities or steer clear of obstructions.

What benefits come from this organizational soul-searching and analysis? A master plan:

- Provides a platform to hear and analyze the views of all constituents. Its adoption creates a unifying platform everyone may gather around and participate in.

- Places everyone on the same path to success. It improves budget planning, streamlines growth expectations, promises uniform cash outlays, establishes clear fundraising plans and guidance, and helps protect your organization’s purpose.

- Shows everyone not only the mission and purpose of an organization but how it intends to reach its

Benefits of a Master Plan

- It provides a platform to hear and analyze the views of all constituents. Its adoption creates a unifying platform everyone may gather around and participate in.
- It places everyone on the same path to success. It improves budget planning, streamlines growth expectations, promises uniform cash outlays, establishes clear fundraising plans and guidance, and helps protect your organization’s purpose.
- It shows everyone not only the mission and purpose of an organization but how it intends to reach its goals. The plan builds credibility and support as participants see accumulated results.

goals. The plan builds credibility and support as participants see accumulated results.

How Sparks Reed helps you achieve this

We approach each project with three guiding principles:

- Listen.
- Explore.
- Exceed.

At our core, we are excellent listeners. We start each master plan, fundraising campaign, construction, or renovation project by setting aside our egos and personal agendas to make sure we hear your exact needs, wants, goals, and dreams. We conduct extensive research to understand the issues, environment, and processes involved. We study and visit similar projects completed by others to learn the good and bad lessons they reveal. Such travel helps us see first-hand what their experiences may provide our clients.

We then start design work on your project. We analyze all the information gathered to explore ideas and concepts that fit your parameters, seeking your feedback and input throughout this process. We will not stop until we reach a solution that meets your goals and budget.

Having raised your expectations, we then do everything possible to exceed them as dreams grow into plans and drawings take form in brick and mortar. Depending on which services you choose, we may help you:

- Monitor the health and progress of your master plan, watching for market changes that promise to benefit or hinder your efforts.
- Nurture or prune individual branches of that master plan, helping you decide when to advance specific projects from concept to development and construction.
- Understand and maximize budgets by keeping you informed of cutting-edge materials, changing systems, different construction processes, and the impact of area laws.
- Manage contractors, locations, regulators, resources, funding campaigns, and timetables.
- Win public support by making images, slide shows, pamphlets, models, even ourselves available to lend a hand in fundraising events, informational gatherings, promotional efforts, or other needs.

We can provide all these things and more, depending on the project budget plan you choose and the services you desire.

The Sparks Reed Way

1. Listen
2. Explore
3. Exceed



1. Listen

“Before we begin designing your project, we want to understand your goals. We do this by asking questions about what is important to you concerning design, function, budget, etc. Then we LISTEN to your responses and incorporate your ideas into the project.”

2. Explore

“After we have a clear understanding of your goals, budget, and schedule, we can begin to EXPLORE the options available to you for your project. Our passion is to develop a design that accomplishes all of your goals and, at the same time, is a one-of-a-kind facility. There is something about the design that makes it very special, probably a solution no one else would have thought of.”

3. Exceed

“When we complete a project, it is always our hope that our clients will say, “I am glad we selected Sparks Reed to design our facility.” It is our desire for you to join our list of clients who are excited about their buildings. We want you to tell everyone that we LISTENED to you, we EXPLORED your options, and we definitely EXCEEDED your expectations. We are the team that you can TRUST. ”

The path to successful fundraising

One old saying goes like this:

"People don't give to causes – they give to people with causes."

Our work has repeatedly demonstrated that truth by raising more than \$400 million to fund client needs. That proves just one way we serve by design. It is our pleasure, passion, and purpose.

We achieved these goals through a five-step process:

1. Providing our clients with cost and time proposals to develop fundraising material.
2. Producing photo-realistic renderings, animations, and fundraising videos.
3. Presenting fundraising material to clients and/or their donors.
4. Helping clients define project costs.
5. Helping clients define the best project delivery method.

Among our many tools, we have enjoyed particular success arming clients with useful materials to attract and enchant donors. These materials may include:

- Sketches and renderings.
- 3D animations and virtual reality environments.
- Digital images, slideshows, and videos.
- Postcards, letters, emails, posters, and brochures.

We may create and deliver all these elements to showcase your project's interior and exterior splendor. We may accent these with voiceovers, music, and film clips that embrace and enhance your vision and mission. The finished materials will capture your spirit and vitality. They motivate and create fans, boosters, ambassadors, evangelists.

Through their professional careers, our executives have helped more than 25 clients with their fundraising needs. They ranged from Oklahoma State University and the University of Central Oklahoma to the Wesley Foundation at OSU and Booker T. Washington High School.

These past efforts and others show how our work will inspire giving whether prospective donors see and experience these materials in your presence or on their own. Our products not only tell your story in graphic wonder, they free you to focus on building and strengthening donor relationships. Indeed, by their very quality and message, our materials will make such ties for you. They will bring donors to your door.

Our five-step process

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Our proven materials

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What Sparks Reed brings to the table

Attention to detail

The easy way to complete any contract is to act on the first idea that fits a situation. That's not our style. At Sparks Reed, we're passionate about our designs, profession, and integrity. We research, discuss, sketch, draw, and fine-tune each master plan and individual project to meet your needs. We freely repeat this process as necessary to make sure you're well served both today *and* tomorrow. The result is a building that you and your community will take pride in for years to come.

Work ethic

You'll never hear the words "good enough" come from our lips. To succeed at anything, you must go beyond what's acceptable or normal. That anchors our vision at Sparks Reed.

Experience

No matter the type of project, whether new construction or renovation, Sparks Reed offers an extensive history of answering each and every challenge. Its founders and principals bring a track record of innovative architecture and design to each project. Through their careers, these talented pros successfully completed more than \$1 billion in contracts. Often this resulted in cost-effective solutions that met a client's budget needs while exceeding both their original conceptions and groomed expectations.

Performance

Each client seeks to build and maintain the best possible environments for its residents, workers, or visitors. Buildings play a crucial role in helping everyone safely perform at their best level to reach their full potential. This parallels our mission, for the better we do our job, the better you can do yours. That's why Sparks Reed prides itself on delivering budget-maximizing designs that exceed client goals. We go over each and every detail to make sure you get exactly what you want and need.

Teamwork

Sparks Reed shares its business ethics with each project participant, building that spirit of hard work, trust, camaraderie, and confidence throughout the process. For when we do our part, and we draw the same commitment from all others, we will all achieve great things.

Wesley Foundation dedicates worship center

STILLWATER (Sept. 8, 2018) – Lucian Cretiu bore a look of astonishment Saturday afternoon as he finished touring the new Wesley Foundation Ministry Center at Oklahoma State University.

He marveled at its coffee shop fixtures, furnishings, and the wide spaces its areas provided for guests to mix and mingle.

"It's an amazing place for everybody, black or white, Asian or European, Democratic or Republican," said the former Romanian immigrant, who learned to speak English at the foundation when his family moved to Stillwater just over a decade ago. "I hope it brings a lot of students here, from all over the world."

Many foundation and university executives echoed Cretiu during Saturday's open house and dedication ceremony for the 31,000-square-foot center.

"This is going to really ramp this ministry up," OSU President Burns Hargis told the capacity crowd in the facility's worship center. "It's going to make a big, big difference."

Designed by Sparks Reed Architecture and Interiors, the three-story brick and steel center more than doubles the space of the foundation's previous home. In addition to its second-floor worship venue, the complex provides new study sites, community areas, and a coffee shop for everyone at the Stillwater campus.

"The creativity and the possibilities are just endless," said Wesley Foundation Director of Operations Anne Walker. "There's just so much opportunity here. There's also an incredible responsibility. I think James and I both really take very seriously the investment that people have made in the foundation."

This new center also offers living quarters for up to 12 students. Working its way to capacity, the foundation welcomed five residents this first semester, with more expected in the spring.

"Are you not blown away by what this building looks like?"



"By January, I think we'll have a full slate signed up for the fall," said Rev. James Hunt, campus director and minister.

Joe D. Hall General Contractors completed principal construction on Aug. 1. Following installation of the furniture and other touches, the Wesley Foundation welcomed its first students by mid-month. Their first worship experience came Aug. 22.

"From beginning to end, it was the smoothest project I've ever been involved with," said project manager Gregg Bradshaw, who had worked on 299 other

FROM LEFT to right: OSU President Burns Hargis welcomes the Wesley Foundation dedication ceremony audience; game day crowds take in the iconic structural design; Rev. James Hunt welcomes the first open house guests to the Wesley Foundation Worship Center's new coffee shop.

construction tasks before overseeing this effort.

The foundation, active at OSU since 1909, needed this building to replace the worn structure Cretiu knew, which had opened in 1957. With more than twice that former building's available space, Hunt expects their new home to significantly boost the foundation's campus presence.

"The coffee shop allows us to demonstrate that this place is open to everybody," he said. "I think a lot of students will feel welcome in this coffee shop that might not have felt comfortable in the old setting."

Its 823 W. University Ave. footprint and dynamic design should also make a new Stillwater icon of the Wesley Foundation home.

"Are you not blown away by what this building looks like?" said Bishop Jimmy Nunn, episcopal leader for the Oklahoma Area of The United Methodist Church. "It is just phenomenal."

With the dedication services complete, Hunt said the first floor would add ping-pong, pool, and other student-friendly entertainment stations, all easily accessed by an open interior design taking advantage of its prime campus location.

The second floor provides a worship space for up to 295 people. Two meeting rooms overlook that area, which leads to a patio facing the Edmon Low Library lawn.

"I'm just really impressed with all the thought that went into the design of the worship space," said Hunt. "It feels modern, but it doesn't feel sterile. It feels like a worship space without feeling stuffy. I think it's all done very well."

The third floor provides the foundation's secured bedrooms, shared kitchenettes, a large kitchen common area, and a public meeting space.

"It's really impressive," OSU sophomore Shane Green said of the building's layout. The last of the five residents to move in, he praised the building's comfortable feel.

"Everything is just so modern," he said. "Pretty much everywhere I looked, the first word that came to mind was 'cool' or 'wow.'"

Nunn expressed faith this building will help the foundation extend its ministry and mission. He expounded on scripture read at the dedication ceremony by Walker, Ephesians 2:19-22, which talks about how believers in Christ are not foreigners or strangers, but members of his church and household. This, said Nunn, mirrors the foundation's mission.

"This is a place where people can belong," said Nunn. "We may come as strangers. We may come without an identity. But we will gain an identity. We will belong."

As a former student resident of the Wesley Foundation's earlier building, Saturday's open house and dedication held special significance for Gary Sparks, a co-founder of Sparks Reed and architect of the foundation's new home. What pleased him most were the ministry enhancements this building made possible.

"The staff that's running and programming this will now have the tools available to help people know more about Christ all around this campus," Sparks said. "They haven't had the facility to be able to do that until now."

Hall echoed that.

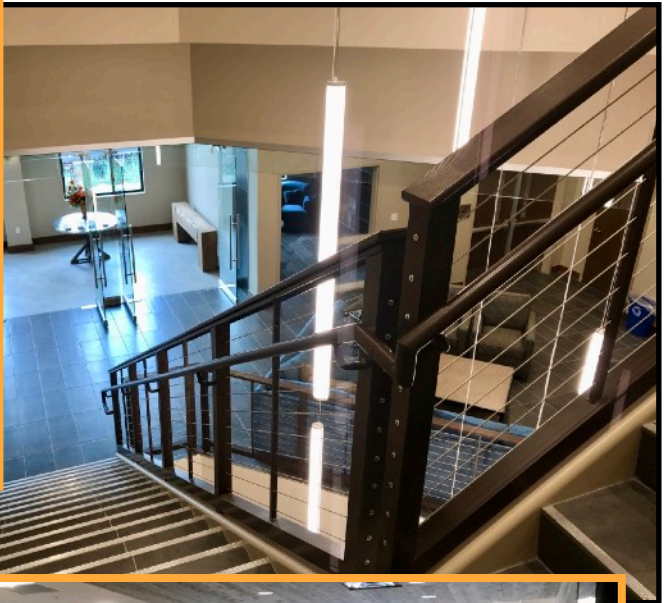
"Christianity is essentially a social religion," Hall told Saturday's audience. "To turn it into a solitary religion is to destroy it."

Nunn thanked those present who had helped fund this construction.

"Many, many lives will be impacted," he said. "Thank you for your generosity and caring about this ministry."



Take a photo tour of this facility, from conception to completion, at www.sparksreed.com/wesley-foundation



CONSTRUCTION UPDATE:

Putnam City High School gym Warr Acres, OK

Structural history hidden half a century stands revealed in an ongoing renovation of Putnam City High School's original gymnasium. Sparks Reed Architecture and Interiors design plans removed the arena's original flat ceiling tiles to uncover bowstring trusses covered up since the gym's 1957 opening. The project also takes out the old playing floor and concrete bleachers that ran along only one side of the court, replacing them with a new court seating 600 fans spread across both sides. When finished in 2019, players and spectators will enjoy new locker rooms, ticket booth, hospitality suite, and other amenities, all shining beneath the gymnasium's exposed roof. "That will make it feel like a classic basketball field house, with a similar feel to the one in *Hoosiers* and Allen Fieldhouse at KU," said Sparks Reed co-founder and principal David Reed. This project includes a 10,000-square-foot addition giving Putnam City a marquee entrance to not just the arena, but the school's existing auditorium. This creative design also provides PCHS a safe room and a new store site.



Photos by David Reed



View from the dugout



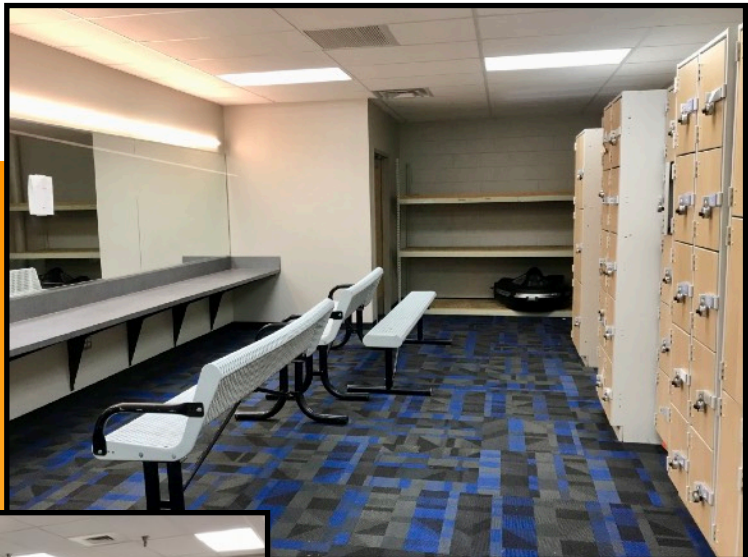
High school baseball stadiums rarely provide players and coaches with one of the sport's sacred traditions, the sunken dugout. That's one reason why Head Baseball Coach Travis Brandenberger feels blessed by the new facility nearing completion in the Putnam City West Athletic Village: it will give his team that treasured ground-level view in every home game. This field, designed by Sparks Reed Architecture and Interiors, will more than double his Oklahoma City high school's home field capacity while providing a state-of-the-art press box, coaches boxes, lockers, and concession stand. "We should have one of the top 15 baseball stadiums in the state," said Brandenberger. "That is going to be a big help with the exposure of our baseball program. It is going to have a big impact on our youth."

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Completed!

Interior renovation, George C. Brite Band Hall Sapulpa High School

Sparks Reed Architecture and Interiors has delivered a sweeping renovation of the Sapulpa (OK) High School's George C. Brite Band Hall. This project, designed by Sparks Reed and installed by D.C. Bass & Sons Construction Co., remodeled four interior rooms and redressed the 22-year-old building's interior walls and floor with new paint, carpet, and tiles. This gave the 115-student band program two new locker rooms (one seen at top), and a new, larger student break room (center). Two rooms in a neighboring building also were combined under this project to provide the band program a practice room for small groups. "The renovations to our band facility surpassed my expectations," said Craig Amendt, coordinator of instrumental music for Sapulpa Public Schools. "The redesign of the interior of our current facility allowed us a much better use of our space. The students enjoy the new break room and dressing rooms. The third band room has given us the space that we have needed for our program."



Photos by Kirby Lee Davis

Have a
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Please let us know what
you think!
Welcome
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