



2017 YEAR IN REVIEW

MARKETING

- Downtown Oklahoma City Partnership name change
- Developed new DOKC, Initiatives, and BID logos
- DOKC folder and BID services flyer
- Created district rack cards
- Updated Underground maps
- Website refresh
- Added district pole banners in 5 areas
- Sponsorship of more than 50 downtown events
- District advertising and promotional items
- Bus bench advertising





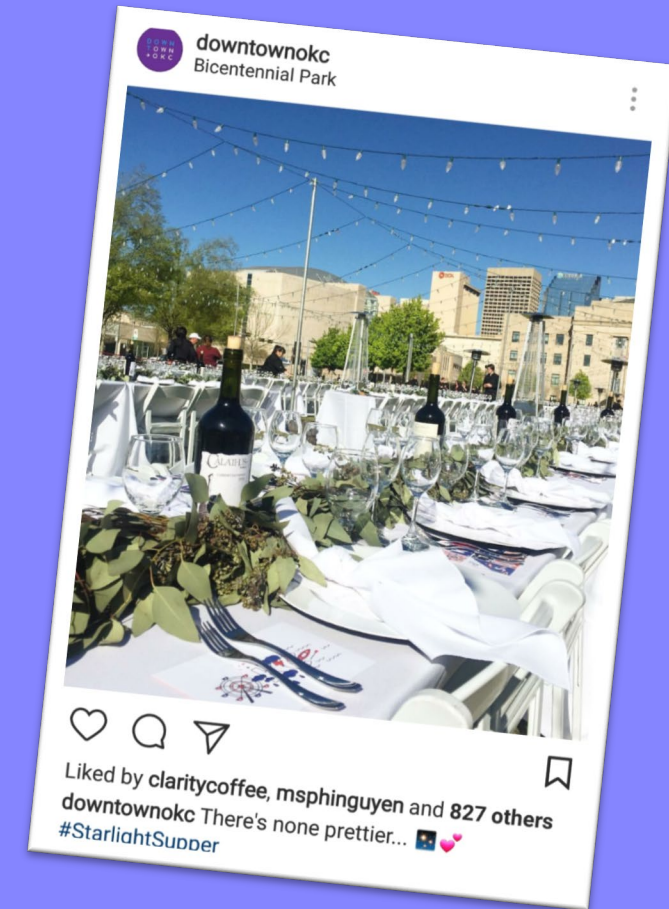
EVENTS

- Chocolate Decadence
- Developers' Luncheon
- Retailers' Workshop
- Downtown Employee Appreciation Day
- Legends Night
- SoundBites concert series
- Midtown Walkabout (2)
- Brick or Treat
- Bricktown Tree Lighting Festival
- Santa Run
- Lights on Broadway
- Dog Day in December
- Free Holiday Water Taxi Rides



COMMUNICATIONS

- 22% increase in social media followers
- New total of 373,791 followers on all social media platforms
- Pedestrian safety Twitter campaign
- Created “Inviting Art” documentary



FUNDRAISING



- Dean A. McGee Awards
\$75,000
- Starlight Supper
\$15,000
- Downtown in December
\$229,000



BEAUTIFICATION

- 4 district holiday light displays
- Financial contribution to Red Andrews Park
- Significant Underground improvements including new paint, carpet and LED lighting
- 2 recipients of Automobile Alley neon sign grant



CLEAN TEAM

- Installed 16 new trashcans
- Pest control response
- Street vacuuming
- Power washing
- Installed additional cigarette recycling receptacles





- Automobile Alley Pedestrian Safety Survey
- Kerr Park Community Engagement Workshops
- District Pedestrian Counters
- SOOFA bench data collection
- Soil samples for tree health and maintenance



DOWNTOWN GUIDES

- 8 total Guides
- 3,300 total hours worked
- New bicycles and tablets



BOARD MANAGEMENT

- DOKC manages 8 districts and 6 boards of directors
- Staff organizes and sends meeting notices, creates agendas, takes minutes, maintains bylaws, and does financial accounting and reporting
- Sends emails and newsletters about upcoming events, downtown news, construction updates, etc.





BUSINESS ALLIANCES

- 4 groups meet regularly to discuss district news and developments
- Active in Bricktown, Midtown, Automobile Alley, Deep Deuce
- Meetings are open to the public
- Promotes interaction between businesses



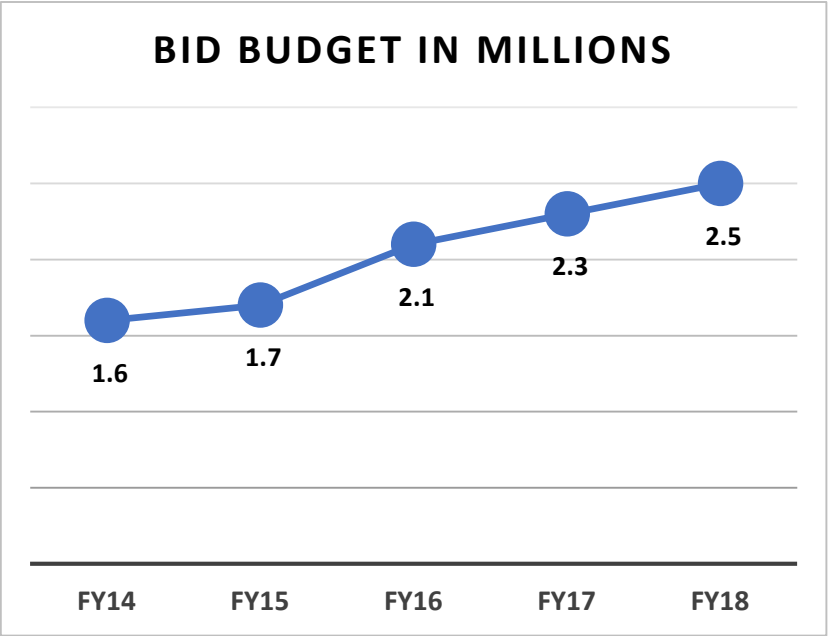
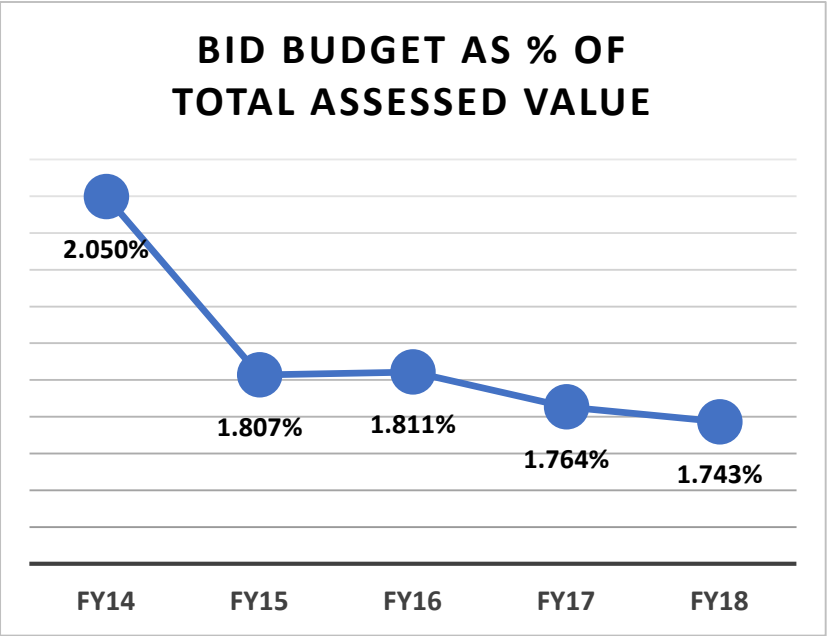
DISTRICT SUPPORT

- New Deep Deuce underpass sign
- IQC Report for Deep Deuce
- Grow with Google partnership
- Small Business Saturday





FINANCE





PARTNERSHIPS

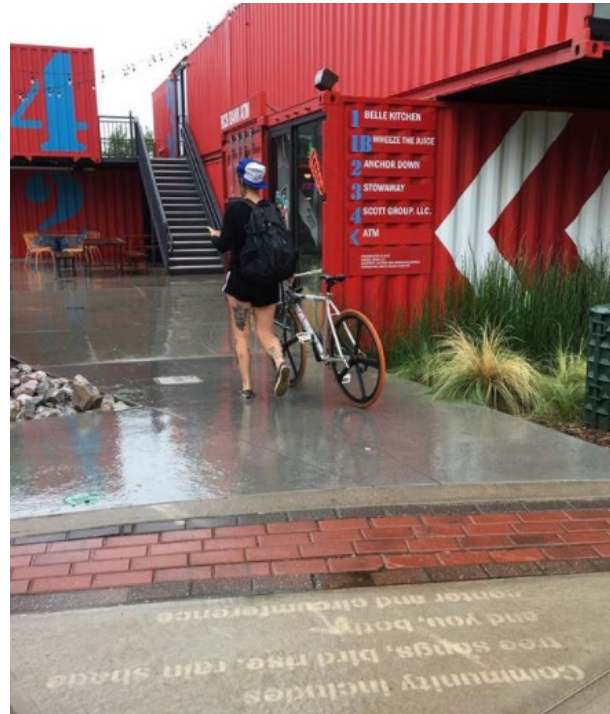
- Assisted with Downtown 4th Fest, Deep Deuce Sessions, First National pre-construction party, MLK Parade, Cinco de Mayo, and H&8th
- Donated 58 planters to Paseo, Windsor District, and Farmers Market districts
- Contracted to assist with Classen Senior Center mural
- Contracted to assist with Yale Theater promotion





AWARDS

- ULI Impact Award finalist
 - ONE Awards nominee
-
- \$225,000 Kerr Park Grant
 - \$5,000 Springboard for the Arts Grant
 - \$50,000 Community Development Block Grant



PLACEMAKING



- Bricktown Beach + Volleyball Tourney and Movie Night
- St. Patrick's Day beach ball art installation
- Added outdoor seating in several districts
- Installed two SOOFA benches
- Bricktown Parklet



NEW PUBLIC ART



- Wild Illuminate
- Rain Stencils
- Abstract Passages
- Bricktown OKCtopus
- 21c mural
- Thunder mural at basketball court



ADVOCACY



- Mid-block crossing in Bricktown
- Formed Automobile Alley pedestrian safety task force
- Streetcar construction signage
- Serve on Streetcar subcommittee
- Permitting process updates
- Bike to Work Day and Parking Day support
- Supported bond propositions and tax initiatives





STAFF & TRAINING

- Hired Joe Hudson, program coordinator
- Hired Emily Holland, PT community engagement coordinator
- Hired 3 downtown guides
- Attended International Downtown Association conference, Americans for the Arts, National Main Streets conference, IQC Placemaking conference, Peer City visit to Kansas City, Strong Towns Summit and Project for Public Spaces placemaking training
- Staff volunteered for 51 organizations and events this year
- DOKC has memberships in 8 leadership and industry groups



STRATEGIC PLANNING

- Working with Progressive Urban Management Associates
- Develop organizational strategy for next 5-7 years
- Full report will be provided to boards in April





2018 GOALS

- Kerr Park re-opening June 2018
- Continue excellent BID services
- Ensure positive downtown image is in public spotlight
- Engage more with smaller and emerging districts
- Add more public art
- Plan for BID 3.0 renewal
- Involve new mayor in organization
- Refresh board member orientation program





**THANK YOU FOR
YOUR SUPPORT**