

2018 YEAR IN REVIEW



Addison Ball

Operations Coordinator

Brandi Guthery

Office Manager

Danielle Dodson

Communications Coordinator

Emily Holland

Community Engagement Coordinator

Hannah Royce

Social Media Coordinator

Jane Jenkins

President & CEO

Jill DeLozier

Vice President

Joe Hudson

Programs Coordinator

Mallory O'Neill

Director of District Management

Phi Nguyen

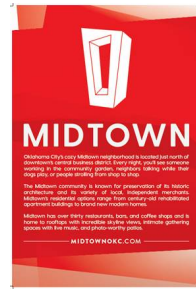
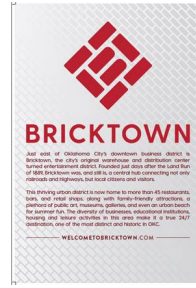
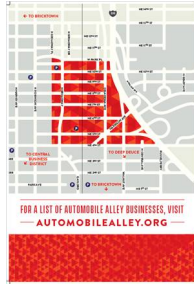
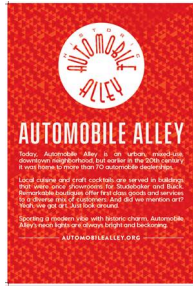
Director of Finance & Administration

Holly Hoyler

Events Coordinator

Staci Sanger

Director of Marketing & Placemaking



- Distributed 700 DOKC folders and BID services flyer
- Sponsorship of more than 63 downtown events
- Promotional items
- Streetcar Grand Opening materials



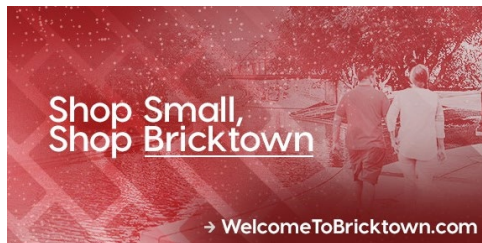
ADVERTISING



- Streetcar pole banners
- Bubbles campaign
- Bus bench advertising
- Public art campaign
- Event-specific
- Airport ads
- Billboards

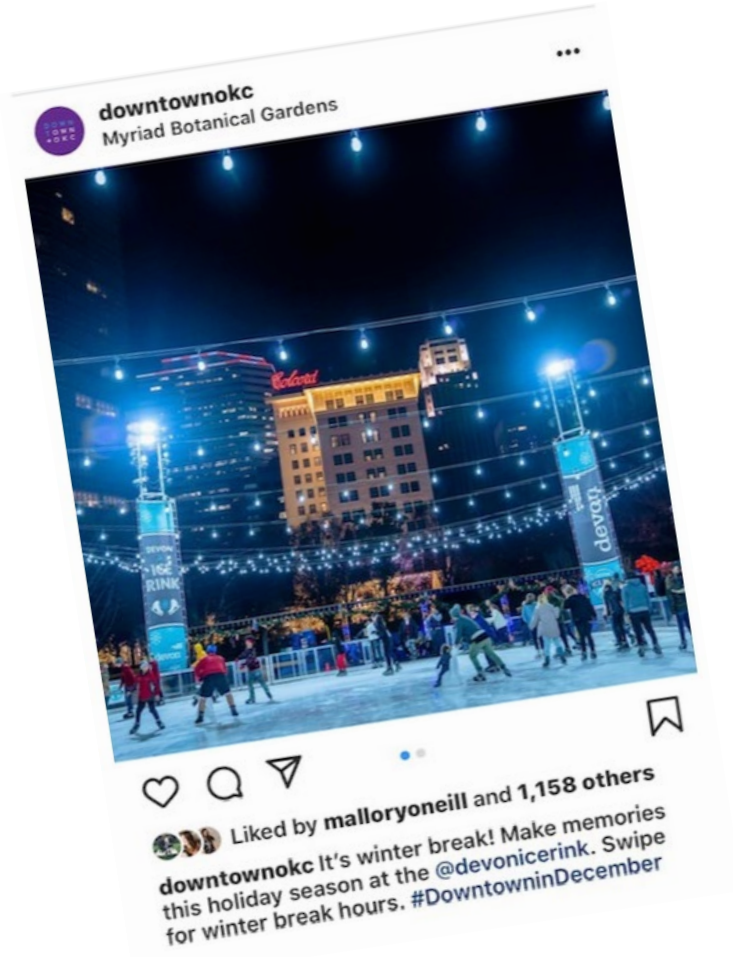


COMMUNICATIONS



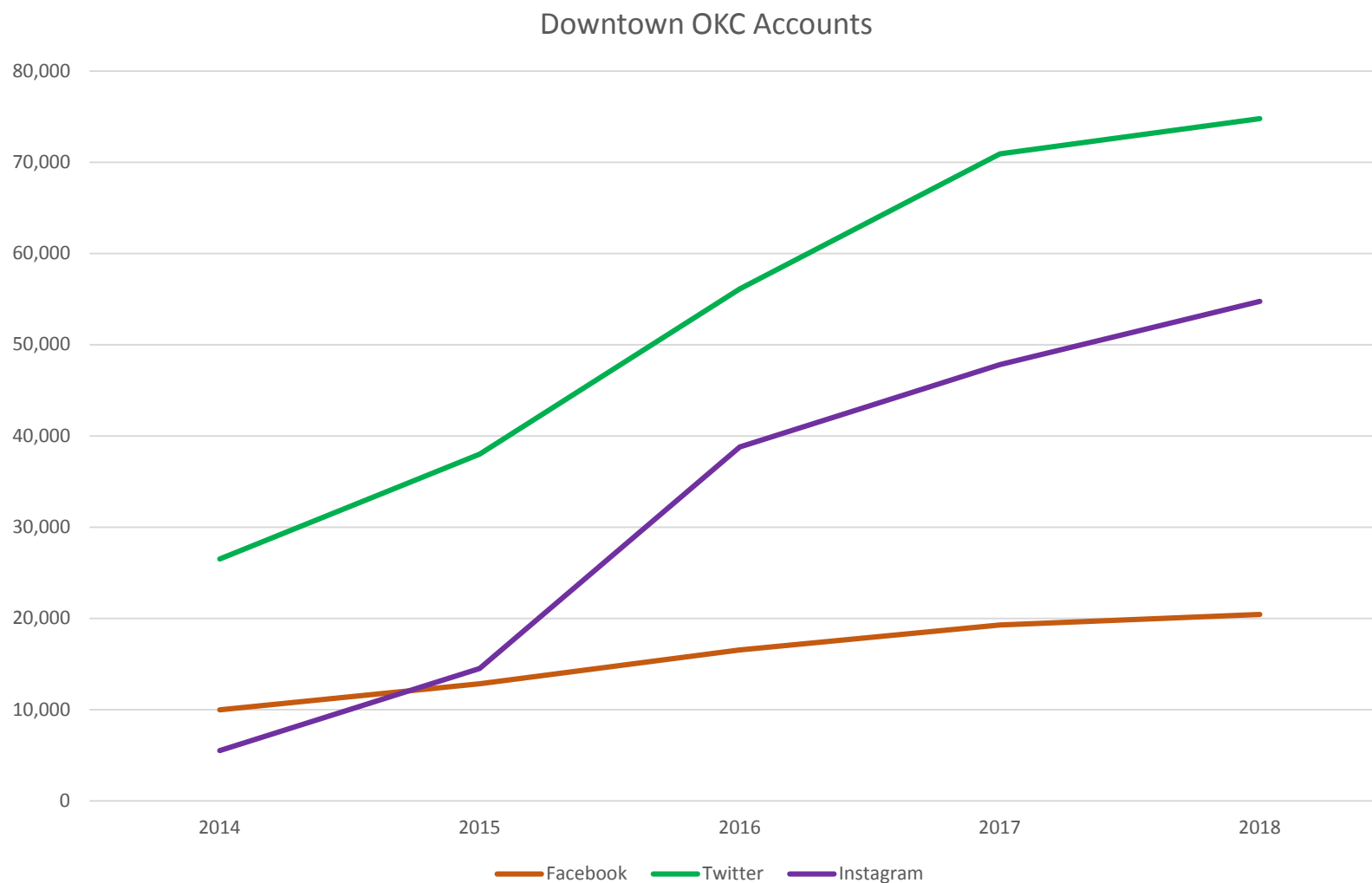
- Newsletter (7,066 subscribers + 20% open rate)
- Kerr Park campaign
- Shop Small campaign
- Content creation and videos
- Media interviews and news coverage

SOCIAL MEDIA



- Manage 20 social media accounts
- 9% increase in social media followers in 2018
- New total of 408,435 followers on all platforms
 - Facebook audience grew by 6%*
 - Twitter audience grew by 7%*
 - Instagram audience grew by 14%*

SOCIAL MEDIA GROWTH



2018 EVENT ATTENDANCE

More than 30,000 people attended
DOKC-produced events last year







PLACEMAKING

- Bricktown Parklet
- Bricktown Beach
- Midtown Bocce Ball Courts
- Kerr Park Redesign
- Public Art Openings
- Writing RFP for new art installations
- Basketball Court improvements



FUNDRAISING

- Downtown in December *(DOKC Partnership)* \$250,000
- Dean A. McGee Awards *(Initiatives)* \$67,800
- Chocolate Decadence *(Automobile Alley)* \$50,300
- Starlight Supper *(Initiatives)* \$20,300
- Dog Day in December *(Midtown)* \$10,500
- Brick or Treat *(Bricktown)* \$3,000

BEAUTIFICATION



- Maintenance of public art
- 4 district holiday light displays
- Planted trees, flowers, other landscaping
- Significant Underground improvements including new paint, carpet and LED lighting
- 3 recipients of Auto Alley neon sign grant

DISTRICT MANAGEMENT

- Represent constituents and be a resource for them
- Communicate with ratepayers
- Meet with new tenants and property owners
- Engage with residents
- Visitor services
- Convene meetings
- Financials, minutes, agendas
- Websites, social media, promotions
- BID roll, annual budgeting

BOARD MANAGEMENT

- 69 board and business alliance meetings per year
- 8 BID districts
- 6 boards of directors:
 - DOKC Partnership – 501(c)(6)*
 - Initiatives – 501(c)(3)*
 - BID*
 - Automobile Alley*
 - Bricktown*
 - Midtown*



BUSINESS ALLIANCES

- 5 groups meet regularly to discuss district news and developments
- Bricktown, Midtown, Automobile Alley, Deep Deuce, Arts/Film Row
- 24 total meetings, open to the public
- Additional info meetings for streetcar, etc.
- Stimulates interaction between businesses and participation in events and promotions



DOWNTOWN GUIDES

- 8 total Guides
- 3,500 total hours worked in 2018
- New Bricktown Visitor Kiosk
- Also work additional events



DOWNTOWN BUSINESSES



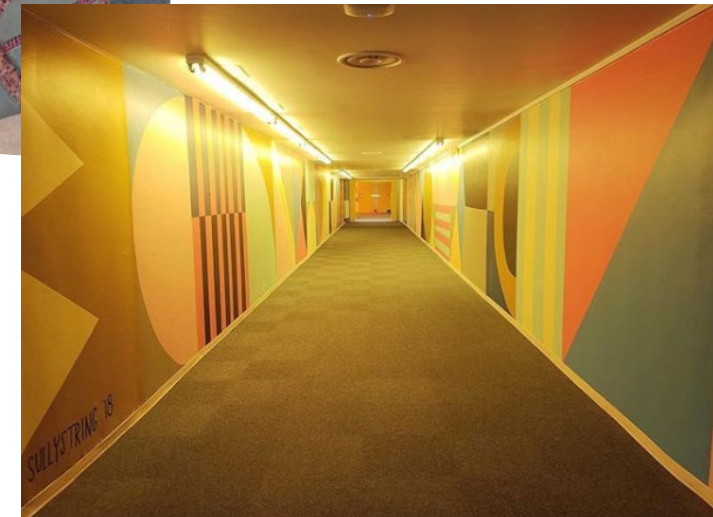
- 57 new businesses opened in 2018
- 18 closed
- 17 have announced they will open in early 2019
- Will soon have 9 breweries

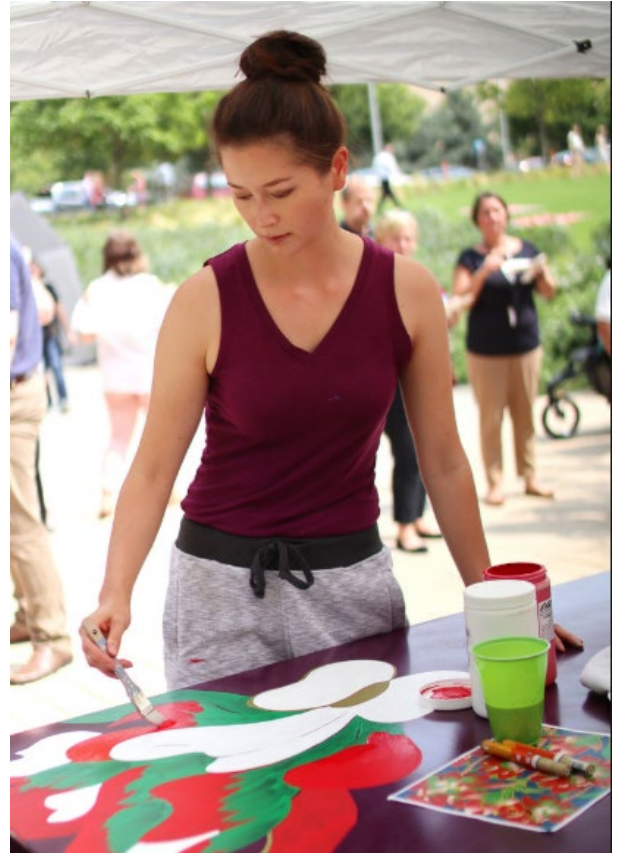
- Installing 14 new trashcans in 2019
- Canal, Underground and Santa Fe station security
- Pedestrian Counters (4)
- Pest and bird control
- Clean team: street vacuuming, power washing, empty trashcans
- Installed additional cigarette recycling receptacles
- Give downtown and Underground tours

PUBLIC ART

- Untitled 21C Fence Mural by Denise Duong
- *Make It Rain Poems* by Short Order Poems
- *Nurture* by Beatriz Mayorca
- *El Pavo Real* by Jack Fowler
- Kerr Park Pavilion by The Holey Kids
- Kerr Park Ping Pong Table by JUURI
- *Submarine* by Sarah Sullivan
- *Slam Dunk* by Jim Stewart
- *Neighbors Project* by John Raymond Mireles

(and more through mural match program)







- Mid-block crossing in Bricktown
- Automobile Alley guidelines codified
- Streetcar construction signage
- Serve on OKC Streetcar, Scissortail Park opening, and City's art selection committees
- Permitting process updates
- Bike to Work Day and Parking Day support
- Programs to stimulate retail
- Education regarding urban issues

PROFESSIONAL DEVELOPMENT



- PPS Training
- International Downtown Association conference
- Peer City visit to North Carolina
- Southwest Airlines Cohort
- Oklahoma Arts Conference
- Urban Land Institute

2019 EVENTS



- Chocolate Decadence
- Developers' Luncheon
- Retail Workshop
- IDA Economic Development Summit
- Deep Deuce Movie Night
- Bricktown Canal 20th Anniversary Celebration
- Midtown Walkabout
- Brick or Treat
- Bricktown Tree Lighting Festival
- Lights on Broadway
- Dog Day in December
- Santa Run
- Free Holiday Water Taxi Rides

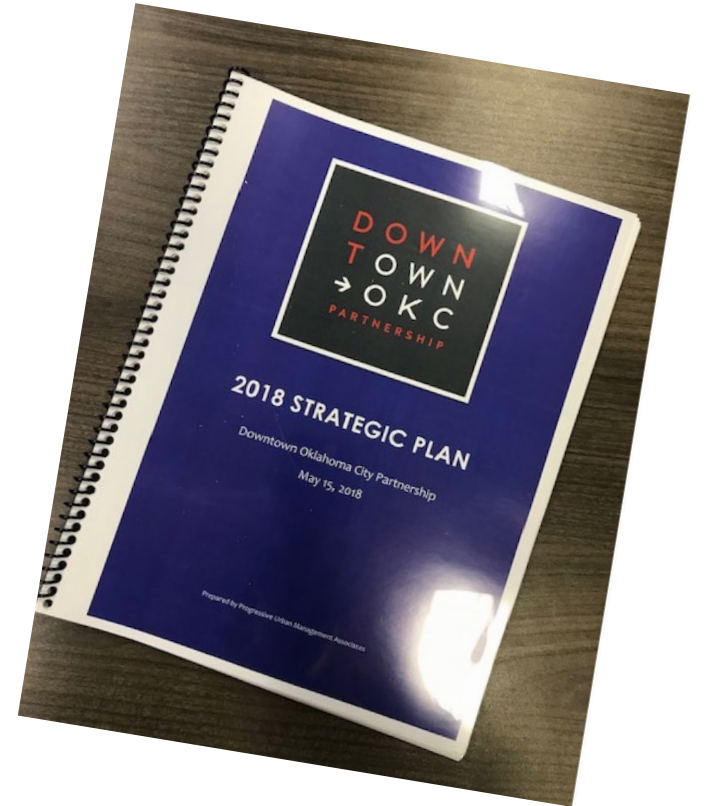
2019 GOALS



- BID 3.0 renewal
- Retailers' Best Practices booklet
- Help with homeless service providers' efforts
- Add more public art and wayfinding
- Plant more trees
- Add more holiday lights
- Alleyway improvements
- Canal improvements
- Expand Downtown Guides program, training
- Continue excellent BID services

IMPLEMENTING STRATEGIC PLAN

- BID renewal
- Staffing and succession planning
- Implement Community Projects Committees
- More small-scale improvements and events
- Increase scope of Guides program
- Improve and help add crosswalks and signage
- Enhance communications efforts with ratepayers
- Strengthen DOKC brand
- Advocate for transit, connectivity, and retail
- Engage younger and more diverse leadership





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