

**DOWN  
TOWN  
→ OKC**  
PARTNERSHIP

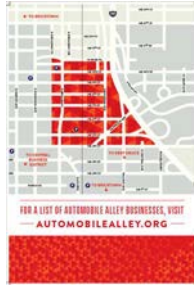
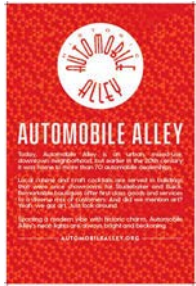
# 2019 YEAR IN REVIEW





- 11 full-time staff
- 8 part-time  
Downtown Guides
- 1 part-time  
Operations Assistant  
who is also our  
longest standing  
employee





- Distributed 750 DOKC folders
- Mailed 824 BID public meeting postcards
- Sponsorship of more than 60 downtown events
- Promotional items

## Downtown Oklahoma City Business Improvement District

Downtown OKC Partnership Public Meetings regarding Business Improvement District Renewal

**Thursday, October 3 at 5:30 pm**  
**Wednesday, October 9 at 9:00 am**  
**Tuesday, October 15 at 5:30 pm**  
**Monday, October 21 at 9:00 am**

All meetings will be held at the EMBARK Conference Center at 431 W. Main St. in downtown Oklahoma City.

The official seal of the City of Oklahoma, featuring a shield with various symbols and the text 'SEAL OF THE CITY OF OKLAHOMA'.

DOWNTOWN  
→ OKC  
BUSINESS IMPROVEMENT DISTRICT



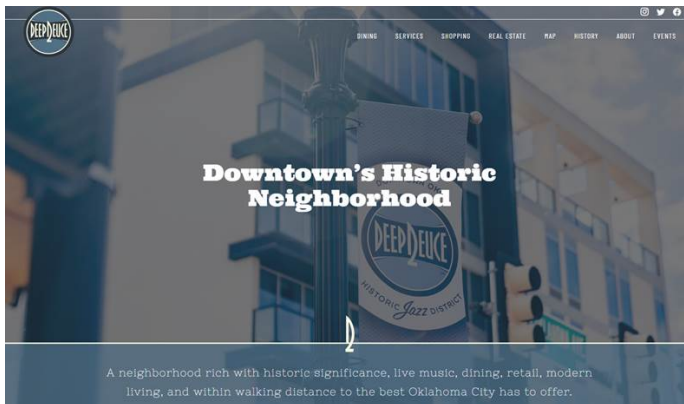
# ADVERTISING



- Spokies Bike Sponsorship
- All Are Welcome Here stickers
- Shop Small, Shop Downtown Totes
- District Videos
- Underground Video
- Streetcar Stop Ads
- Digital Billboards
- Print Ads



D O W N  
T O W N  
→ O K C  
P A R T N E R S H I P



# COMMUNICATIONS

- Newsletter (7,002 subscribers + 15.7% open rate)
- Shop Small campaign
- Content creation and videos
- Media interviews and news coverage
- Redesign of the Automobile Alley and Deep Deuce Websites

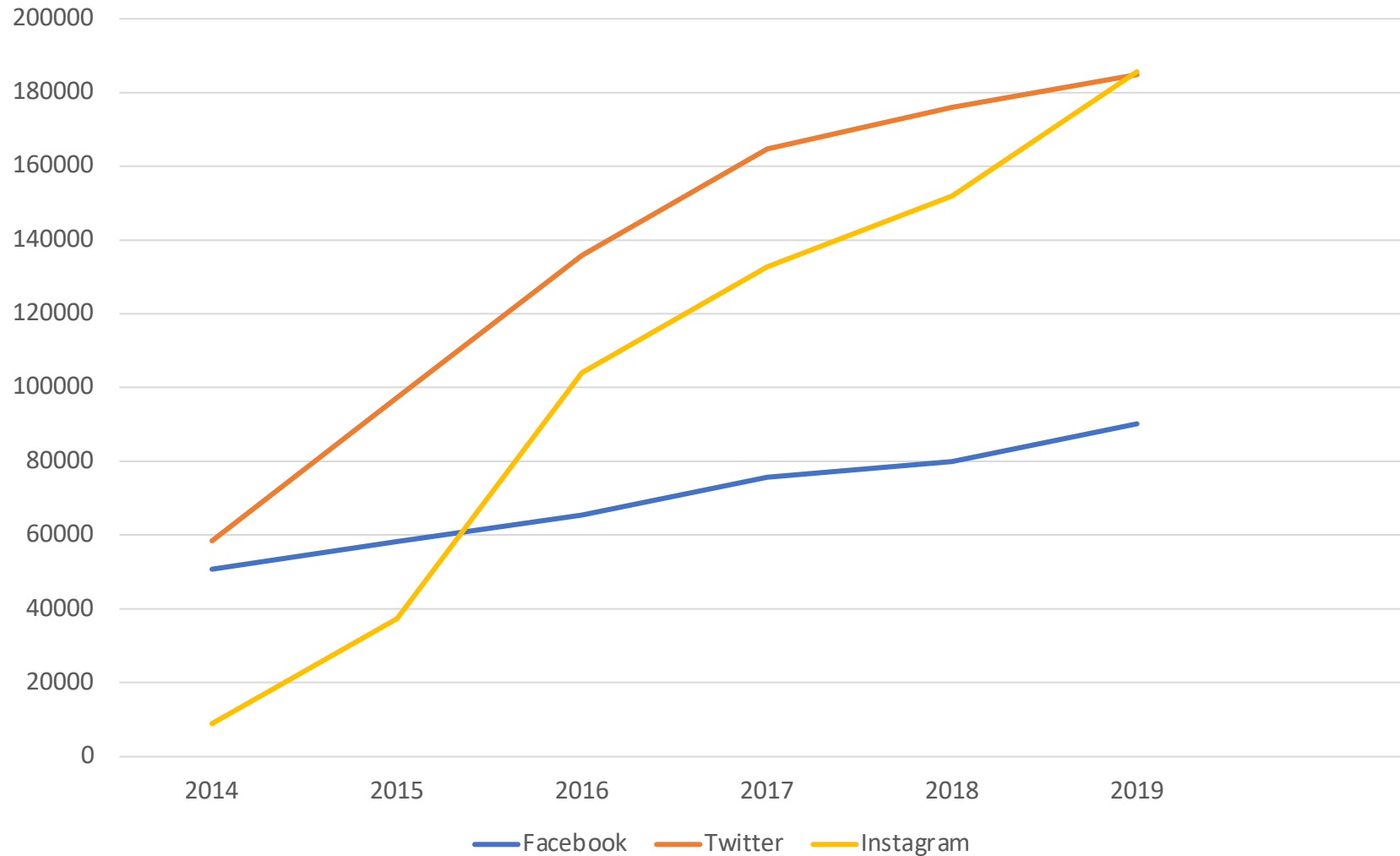
# SOCIAL MEDIA



- Manage 23 social media accounts
- 13% increase in social media followers in 2019
- New total of 461,367 followers on all platforms (408,435 in 2018)
  - Facebook audience grew by 13%*
  - Twitter audience grew by 2%*
  - Instagram audience grew by 21%*

# SOCIAL MEDIA GROWTH

Numbers for all 23 Downtown OKC Accounts





# 2019 EVENT ATTENDANCE

More than 40,500\* people  
attended DOKC-produced events  
last year an increase of 35% over  
last year.

\*includes Bricktown Canal 20<sup>th</sup> Anniversary





Downtown Oklahoma City Partnership  
and the Bricktown Association celebrated  
20 years of the Bricktown Canal on  
Saturday, June 29<sup>th</sup>. There were 15,000  
in attendance for this celebration.



# Bricktown Canal 20<sup>th</sup> Anniversary







# PLACEMAKING

- Flower Fridays in Kerr Park
- Bike to Work Day
- Mid-Block Crossing Installation in Bricktown
- Bricktown Beach
- Oklahoma Avenue Bridge Lighting
- Bocce Ball League in Kerr Park
- Lights on 2nd





# FUNDRAISING

- Downtown in December *(DOKC Partnership)* \$207,574 *(preliminary)*
- Dean A. McGee Awards *(Initiatives)* \$74,177
- Chocolate Decadence *(Automobile Alley)* \$29,396
- Starlight Supper *(Initiatives)* \$22,105
- Dog Day in December *(Midtown)* \$6,233 *(preliminary)*
- Brick or Treat *(Bricktown)* \$6,468

# BEAUTIFICATION



- Maintenance of public art
- Holiday Light Displays  
Automobile Alley, Midtown, Bricktown Canal and Film Row
- Major landscaping and decorative lighting improvements of the Bricktown Canal in conjunction with Canal 20<sup>th</sup> Anniversary
- New carpeting in the Underground
- 2 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
- 6 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
- Stimulates interaction between businesses and participation in events and promotions



# DOWNTOWN GUIDES



- 8 total Guides
- 3,929 total hours worked in 2019
- The guides received revamped gear with the new branding on backpacks, water bottles, hats, gloves, heavy jacket, light jacket and t-shirts.
- The Guides worked more than 10 events in 2019.



# DOWNTOWN BUSINESSES



- 44 new businesses opened in 2019
- 15 closed
- 17 have announced they will open in early 2020

- Installation of 14 trashcans (Midtown, City Center, and Red Andrews Park)
- Classen Extension Amenities (5 trashcans, 11 benches, and 11 bike racks purchased)
- HVAC Overhaul of 8 replacement units in the Underground
- Security services (Underground, Bricktown Canal and Santa Fe Station)
- Increased Clean Team Services (street vacuuming, power washing, empty trashcans) in Midtown and Bricktown
- Facilitated tours of downtown OKC and Underground
- Updated maintenance plan for Bricktown Canal

# PUBLIC ART

- West Village Parking Garage Mural, *Life in the Light*, by Denise Duong
- *Lights on 2<sup>nd</sup>* by Common Works Architects
- *Bricktown Landing* by Dusty Gilpin
- *Oklahoma Avenue Bridge* by True Facade





# ADVOCACY



- IDA Economic Development Summit
- IDA Value of Downtown Report
- Mid-Block Crossing Installation in Bricktown
- Community Project Committees
- Homeless Services
- Permitting process updates
- Bike to Work Day support

# PROFESSIONAL DEVELOPMENT



- International Downtown Association Annual conference
- Oklahoma Arts Conference
- Creative Oklahoma – Creativity World Forum
- Oklahoma Center for Nonprofits
- Urban Land Institute



# MAJOR EVENTS SCHEDULED FOR 2020

- Developers' Luncheon
- Chocolate Decadence
- Starlight Supper
- Dean A. McGee Awards
- Deep Deuce Movie Night
- Midtown Walkabout
- Brick or Treat
- Oklahoma City Tree Lighting Festival
- Lights On Broadway
- Dog Day in December
- Santa Run
- Free Holiday Water Taxi Rides



# GENERAL 2020 GOALS

- BID 3.0 renewal
- Continue to assist with homeless service providers' efforts
- Facilitate the addition of:
  - Public Art
  - Wayfinding
  - Trees
  - Holiday Lights
- Improve:
  - Alleyways
  - Canal
  - Broadway (Better Streets Safer Cities)
- Expand Downtown Guides program, training
- Continue excellent BID services



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→ OKC  
PARTNERSHIP

