



2020

YEAR IN
REVIEW





PARTNERSHIPS

- Tree Limb Pick Up - City of OKC
- ACOG Air Quality Grant - ACOG & City of OKC
 - Installed 50 bike racks and 5 bike repair stations
- Urban District Consumer Survey - International Downtown Association
- Streatery Guidance - City of OKC & Alliance for Economic Development





BY THE NUMBERS MARKETING

485,758

Total Number of Social Media Followers
Grew Over 5%

5,716

Newsletter Subscribers
Open Rate Grew Over 5%

18,000

Minutes Watched On
DOKC's Youtube Channel

BY THE NUMBERS OPERATIONS



1,200
Trees Maintained

341,000
Gallons of Trash Collected

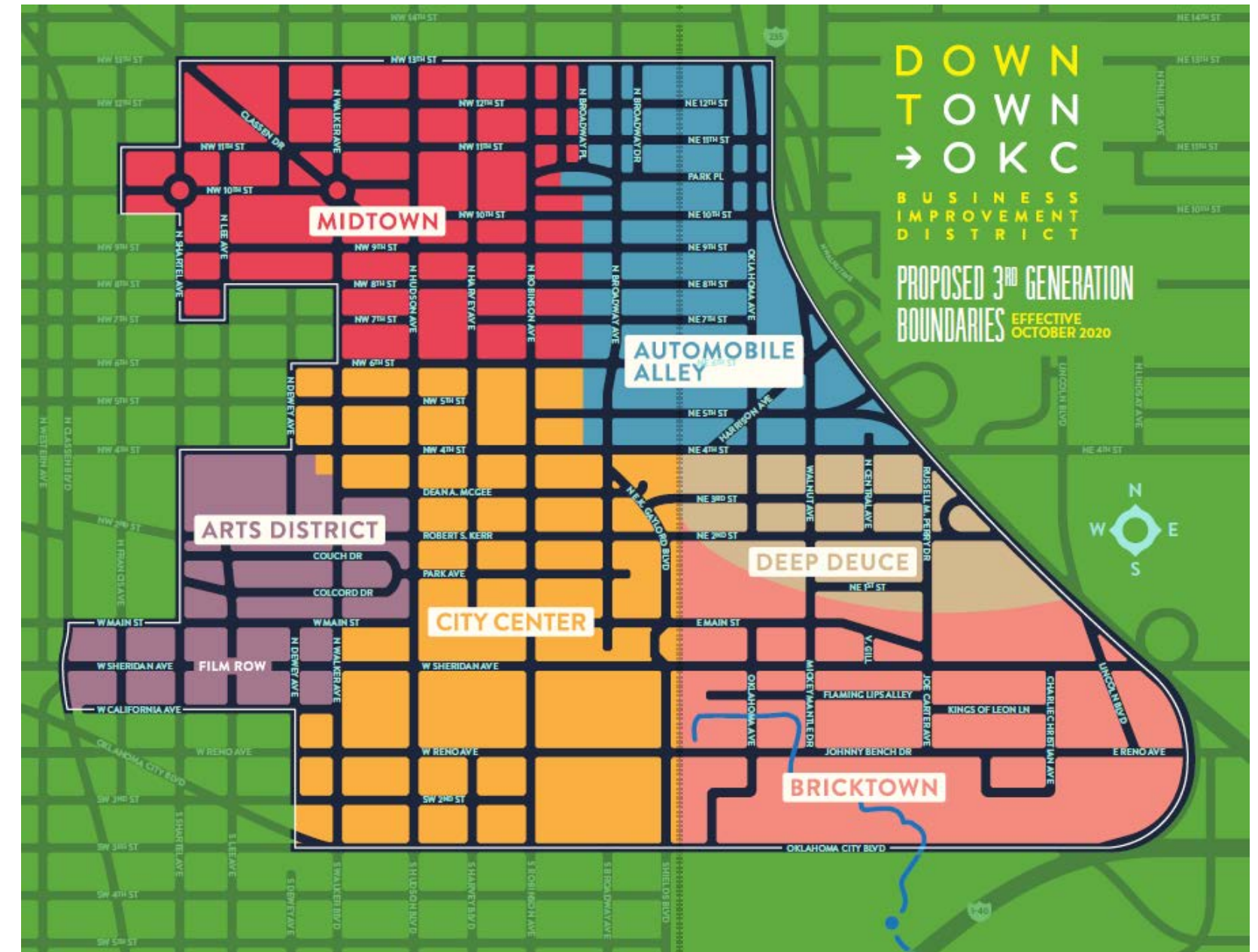
60
Bike Racks Installed

6
Benches Added



BID RENEWAL

- 1,400 petitions mailed out
- 60.22% support for renewal (by land area)
- Expanded Automobile Alley north to 13th Street
- Expanded street-level service zones to align with district boundaries for Automobile Alley and Midtown
- Updated Operation Plan to allow for Deep Deuce sub-district funds
- Effective October 1, 2020





REALIGNED STRATEGIC PRIORITIES

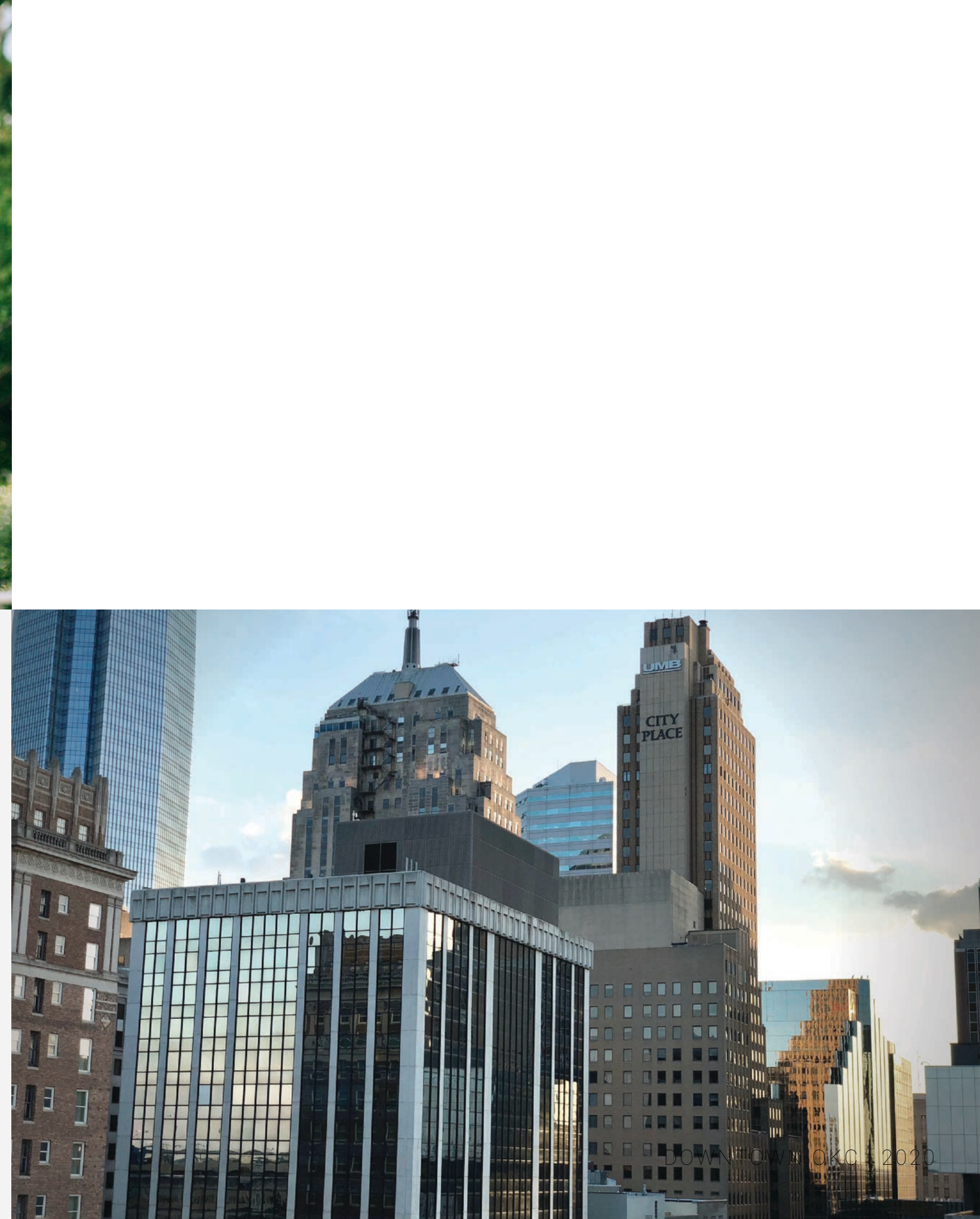
- Increase Brand Awareness (DOKC, BID, districts)
- Implement Constituent-Based Service Approach
 - Launched District Manager Roles
- Prioritize Core Services

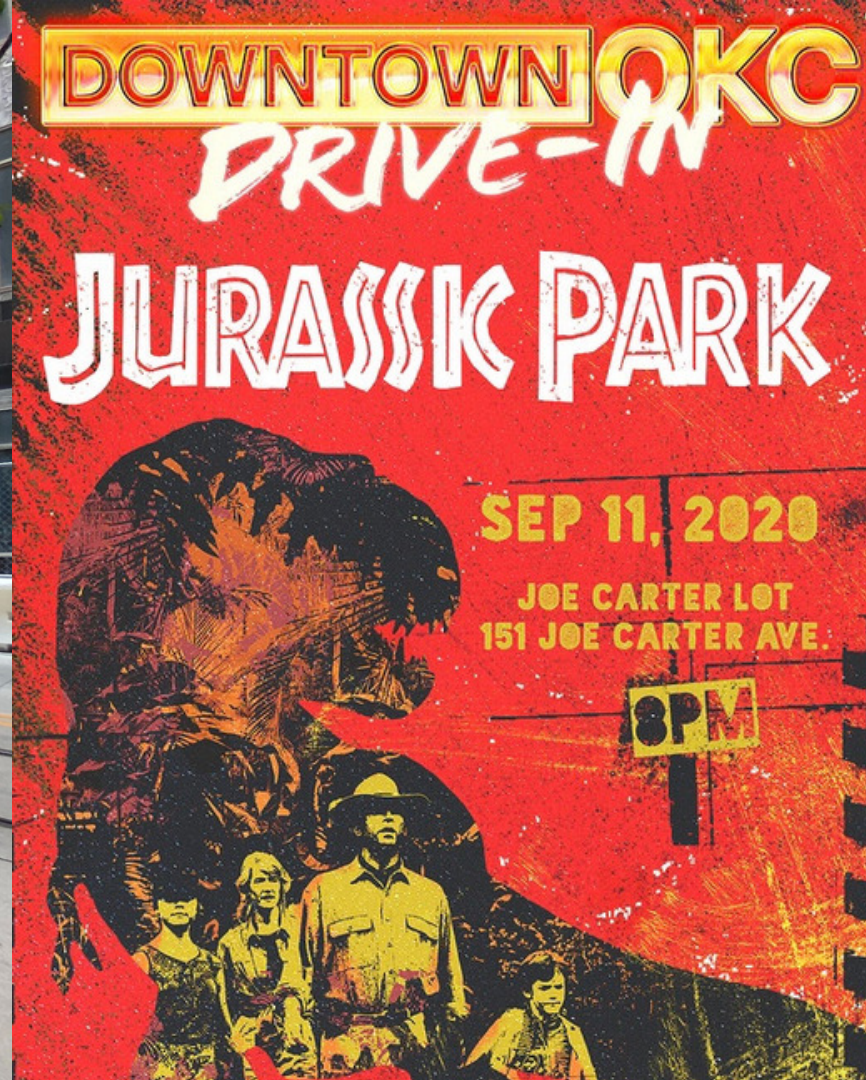




CLEAN & SAFE

- More than doubled the area of service in Midtown and Automobile Alley
- Provided trash service for all six downtown districts
- Provided street sweeping and sidewalk cleaning in five downtown districts
- Hired certified arborists to take over tree care maintenance in order to ensure the long-term health of downtown trees.

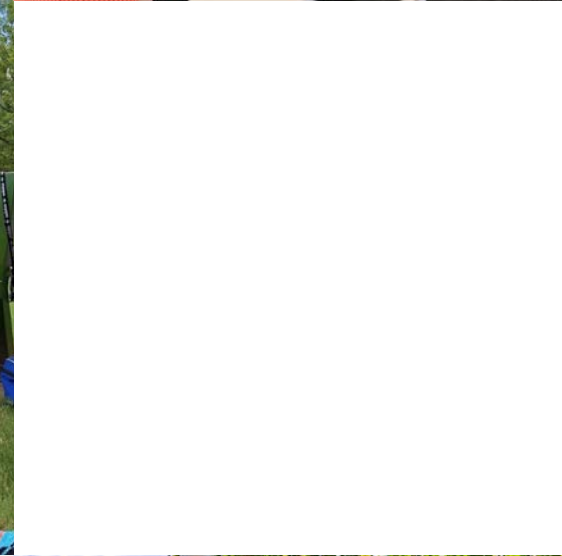
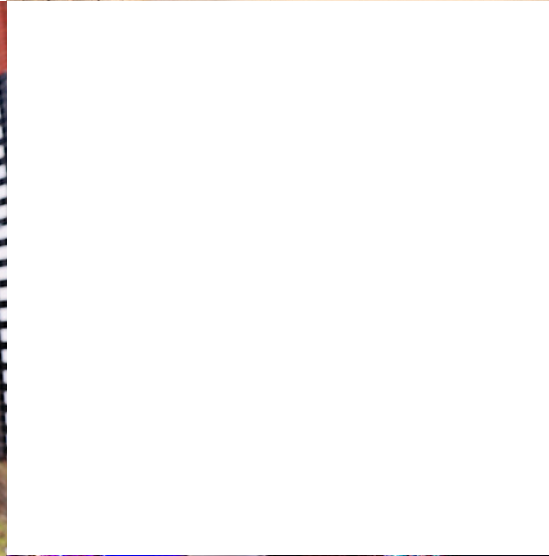




BID EVENTS & SPECIAL PROJECTS

- Developers' Luncheon
- Robinson Parklet - City of OKC + EMBARK
- Downtown OKC Drive-In Movie **NEW**





MARKETING

- Updated advertising campaigns for all districts and DOKC
- **Local Spotlight** feature in newsletter shines a light on small businesses owners
- Replaced damaged pole banners in Deep Deuce and Automobile Alley
- Designed and distributed district coasters
- Launched **ArtsDistrictOKC.com**
- Arts District & Deep Deuce Rack Cards
- Arts District & Deep Deuce Ad





BY THE NUMBERS DOWNTOWN IN DECEMBER



6.8 MILLION

Editorial Reach

500,000

Holiday LED Lights

\$220,000

DID Sponsorships

\$194,000

Net Income (Preliminary)





NEW IN 2020

- Merry Midtown holiday campaign
- Bricktown Holiday Trees
- Arts District Community Tree
- Deep Deuce Holiday Wall





MODIFIED EXPERIENCES

- Lights On Broadway
- OKC Tree Lighting Festival presented by SONIC Foundation **VIRTUAL**
- Saints Santa Run **VIRTUAL**
 - 137 runners participated with registrants from 4 states and 23 cities
 - Net income: \$19K



DOWNTOWN OKC INITIATIVES

501(C)(3)

Pandemic Prints & Coloring Page Series

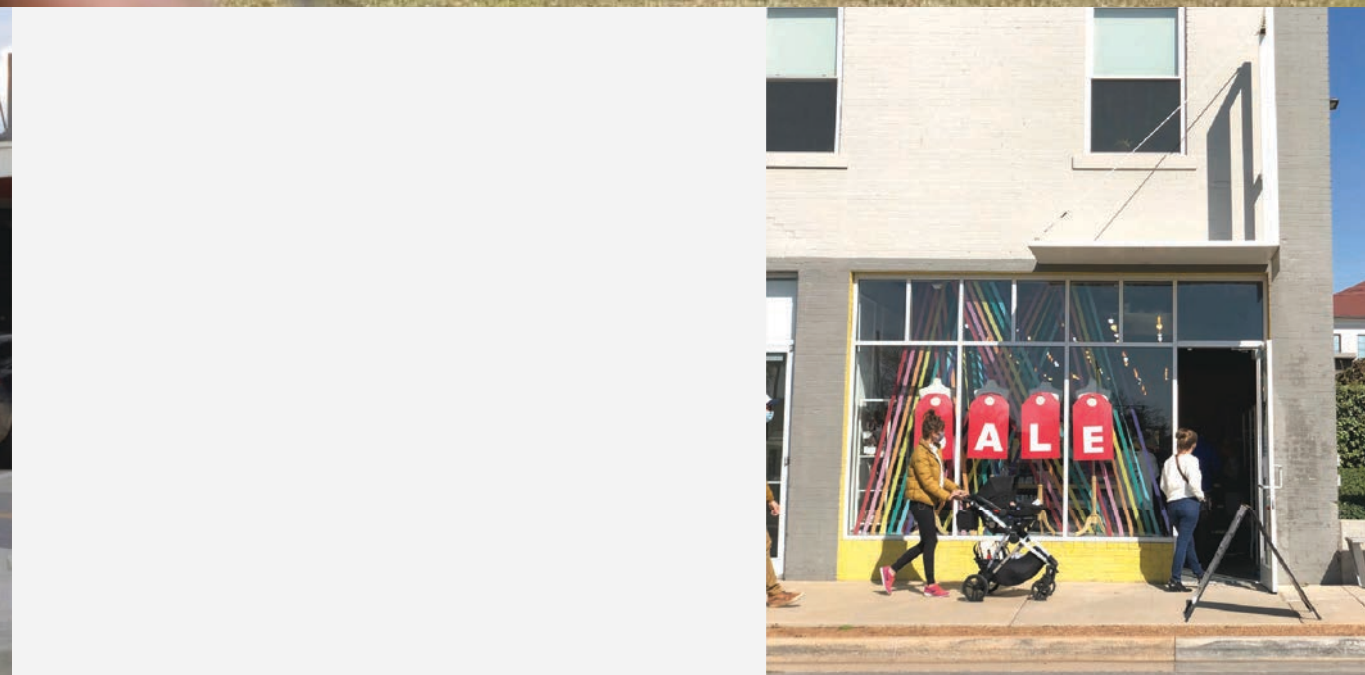
- "Distancing in Downtown" posters designed by local artists
- District-themed color pages distributed to businesses

Community Action Micro-Grants

- Partnership with ULI Oklahoma
- Community-driven placemaking and public art projects

Before I even opened this morning, I had a lady waiting outside to make a purchase and get her poster!!! Thank you guys for creating and executing this awesome initiative. It is clearly working and I hope it is working for other businesses and artists as well.





MIDTOWN

Classen Extension Amenities

- 6 benches, 3 trashcans, 7 bike racks

Springboard Pedestrian Counters

- 135,000 people counted outside of the Edge (April - Dec)

Midtown Mural Wall

- Dusty Gilpin & Tank Ramirez



MIDTOWN

Events

- Midtown Walkabout Month - July 4, 11, 18, 25
- Midtown Walkabout Weekend - Oct 23 - 24
- Midtown Voter Registration Drive - Aug 22
- Dog Day in December **CANCELLED**
- #MerryMidtown **NEW**

Marketing

- Updated Pole Banners
- New Collateral
- Updated Ad





AUTOMOBILE ALLEY

Chocolate Decadence

- Annual fundraiser for Automobile Alley held in person on Feb 6
- 429 attendees
- Raised \$40,000





AUTOMOBILE DOR TOUR ALLEY



AUTOMOBILE ALLEY

- Saturday in the Alley - Sept 26 **NEW**
- "You help us keep the lights on" advertising campaign
- Door Tour - 21 doors designed by 13 artists
- Added 30 LED Security Lights in alleys from NW 5th to NW 10th
- Pedestrian Counter - 216,000 (on Broadway between 10th & 9th)





BRICKTOWN

- Bricktown Break - Nov 4 **NEW**
- Poles Apart lighting/digital art installation
- "Welcome Back to Bricktown" advertising campaign
- Updated Bricktown Guide Map and added tear off map



BRICKTOWN

- Bricktown Signs LED Upgrade
- Weekly safety meetings with OKCPD and stakeholders
- Canal Lighting Project replaced all lighting on Canal north of Reno
- Bricktown Streetlight Outage Report (over 60 outages)
- Improved Bricktown Canal landscaping, including new trees, flowers, and boulders



THANK YOU

BRING ON 2021, WE'RE READY!

We are proud of everything we achieved in 2020, and look forward to what this new year holds for Oklahoma City and our team.

