



# 2021 YEAR IN REVIEW

DOWNTOWN OKC





# EXECUTED STRATEGIC PRIORITIES

- Increase Brand Awareness (DOKC, BID, districts)
  - Pole banners, advertising campaigns, district promotional videos
- Implement Constituent-Based Service Approach
  - Launched District Manager Program
- Prioritize Core Services
  - Approved a new vendor for street-level services with Block by Block



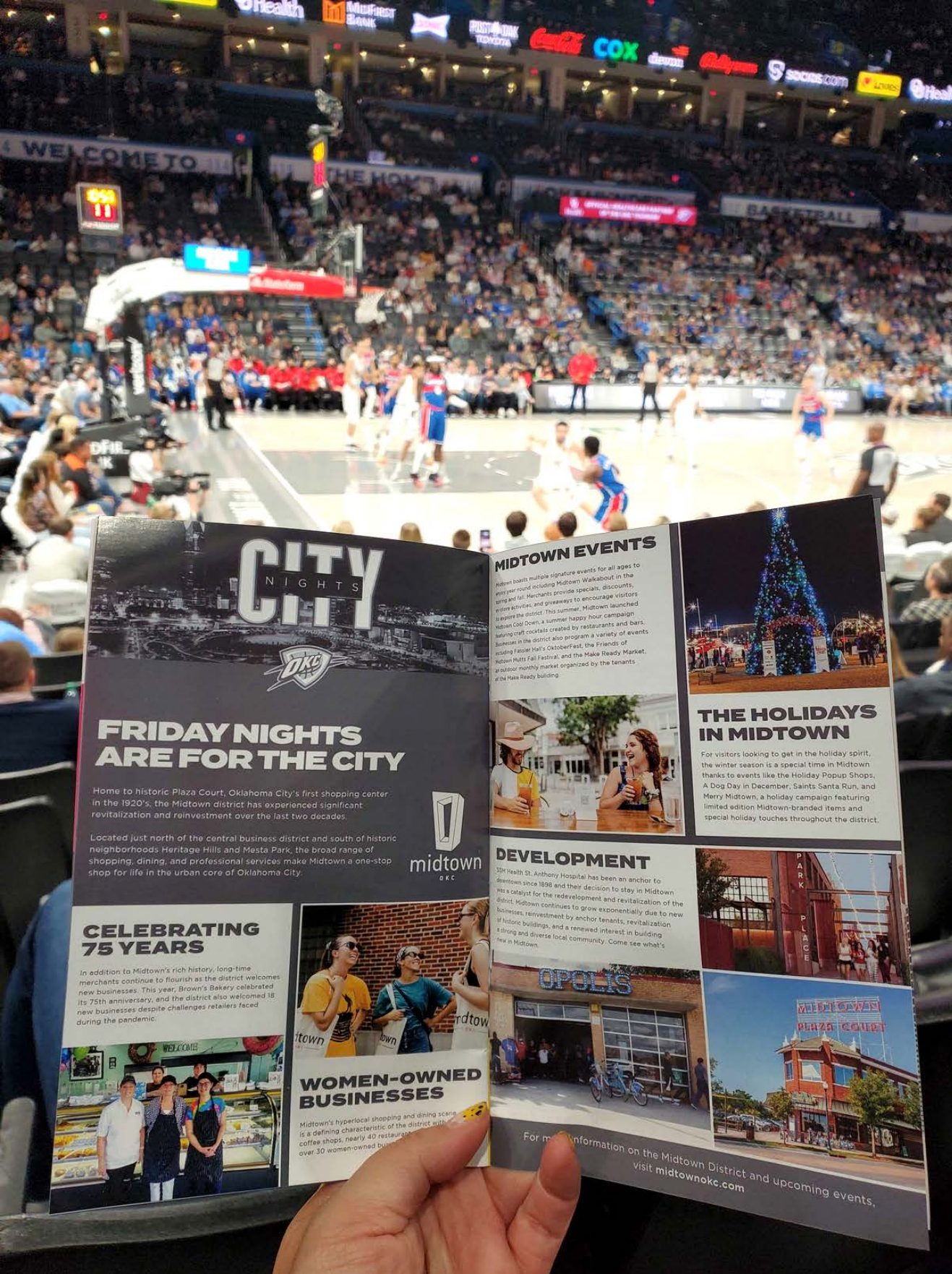


## PARTNERSHIPS

- Tree Limb Pick Up - City of OKC
  - Completed in Jan 2021
- 5-year Downtown-wide Structural Tree Pruning Plan - City of OKC
  - Began in Oct 2021
- Rebloom Oklahoma - OKC Community Foundation
  - Over 1500 daffodil bulbs were planted in Midtown and Bricktown
- Urban District Consumer Survey (wave 3) - International Downtown Association







## PARTNERSHIPS

- Homeless Outreach Update - The Homeless Alliance
  - 125 individuals Served in 2021
  - 31 individuals moved into permanent housing
  - 49 actively enrolled in Street Outreach Program- as of 12/31/21
- Streetcar Promotions - EMBARK/OKC Streetcar
  - Free rides during DOKC special events
  - Marketing videos
- City Nights Campaign - OKC Thunder
  - Automobile Alley, Midtown & Bricktown





# BY THE NUMBERS

## SAFE & CLEAN

1,200

Trees Maintained

343,000

Gallons of Trash Collected

8

New Trash Cans Installed

4

New Benches Added



# BLOCK BY BLOCK

- DOKC, BID and district boards approved the decision and budget to hire vendor **Block by Block** in FY22 to implement a comprehensive and centralized street level services program
- Program will include **clean, safety, hospitality** and **homeless outreach**
- Program will launch **March 2022**

## BENEFITS OF PROGRAM

- ▶ Comprehensive data reporting
- ▶ Increased visibility with an integrated brand
- ▶ Efficiencies in communication and coordination of services
- ▶ Enhanced hospitality across all services







## CLEAN & SAFE

- Expanded street-level services zones by 100% in Midtown and Automobile Alley
- Provided trash service for all six downtown districts
- Provided street vacuuming and sidewalk cleaning in five downtown districts







# AMENITIES

## BRICKTOWN CANAL

- Developed Bricktown Canal landscaping design plan
- Landscaping crew works 3 days/week doing landscape maintenance
- Service trash cans 5 days/week
  - Includes: cleaning elevators, picking up cigarette butts, trash and other waste

## UNDERGROUND

- Leak mitigation
- Security
- Cleaning
- General maintenance
  - Includes: ceiling tile, light bulb and ballast replacement, and touch up paint
- Replaced HVAC units
- Art Installation: "I Killed I Can't" by MJ Alexander
- Provide tours of the Underground
- Bolstered security measures on select doors







## BY THE NUMBERS

# MARKETING

514,404

Total Number of Social Media Followers  
Grew Over 5% from 2020

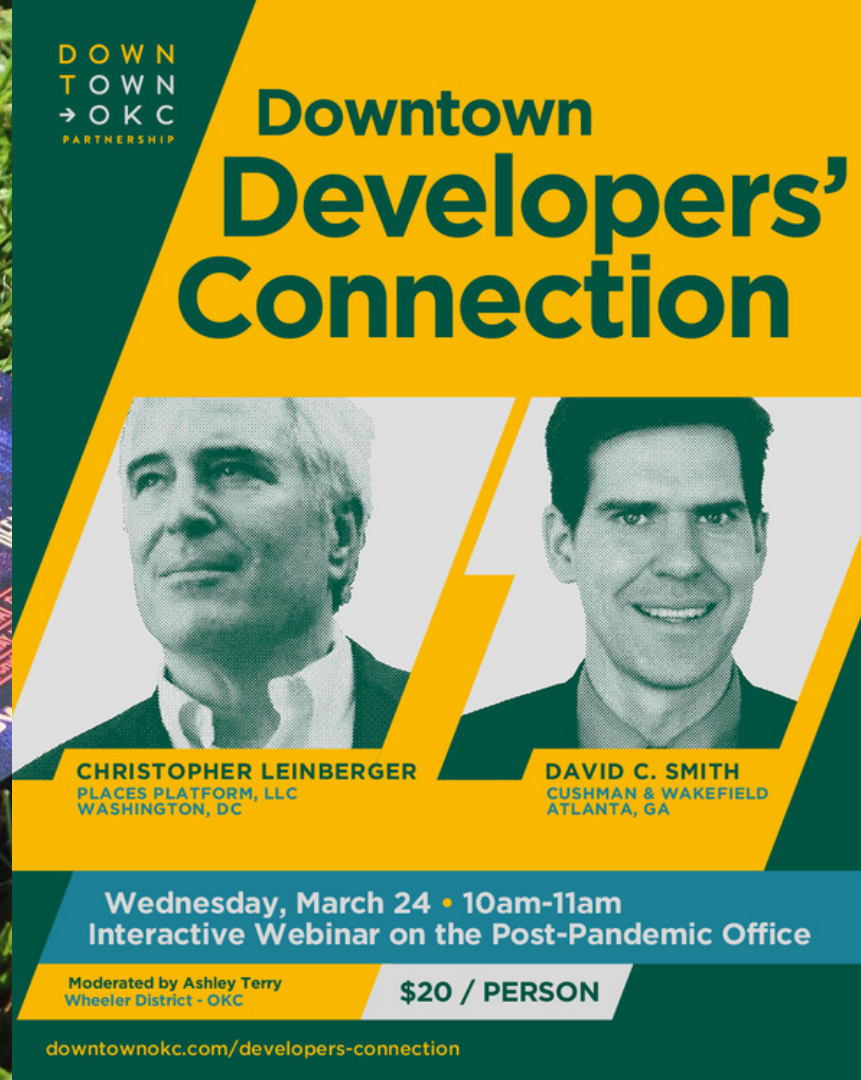
6,698

Newsletter Subscribers  
Open Rate Grew Over 10% from 2020

19

Events Produced





## BID EVENTS & SPECIAL PROJECTS

- Developers' Connection **VIRTUAL**
- Downtown Home Tour
- Downtown Employee Appreciation
  - Partnered with various downtown organizations to highlight benefits of working in downtown
- Deep Deuce Director's Cut
  - Free screening of 1997 film Men in Black
- Flower Fridays **PARTNERSHIP WITH CURBSIDE CHRONICLE**
- Kerr Park Bocce Ball





# MARKETING

- District Videos Campaign
- What's Up Downtown Weekly E-Newsletter and Blog
- **Local Spotlight** feature in newsletter shines a light on small businesses owners
- Replaced damaged pole banners in Automobile Alley, Bricktown, Deep Deuce and Midtown
- Updated advertising campaigns for all districts and DOKC
- Created "About the BID" Video
  - Watch it here: [downtownokc.com/bid/](https://downtownokc.com/bid/)





# BY THE NUMBERS DOWNTOWN IN DECEMBER



37

Holiday Events & Attractions

600,000

Holiday LED Lights in Automobile Alley

\$291,000

DID Sponsorships

\$235,000

Net Income (Preliminary)



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# NEW IN 2021

- Celebrated 20th Anniversary
- [DowntownInDecember.com](https://downtownokc.com) Design Update
  - Event Pages
  - Sponsor Recognition
- Online Santa Tracker



“



Creating holiday traditions for thousands of families with Downtown in December has been successful beyond Devon's wildest dreams, and we are always thrilled to make memories with our friends and neighbors.

Our commitment to the community never wavers, but it feels extra special during Downtown in December.

**devon**  
**Christina Rehkop**  
Director of Community Relations

FIND SANTA

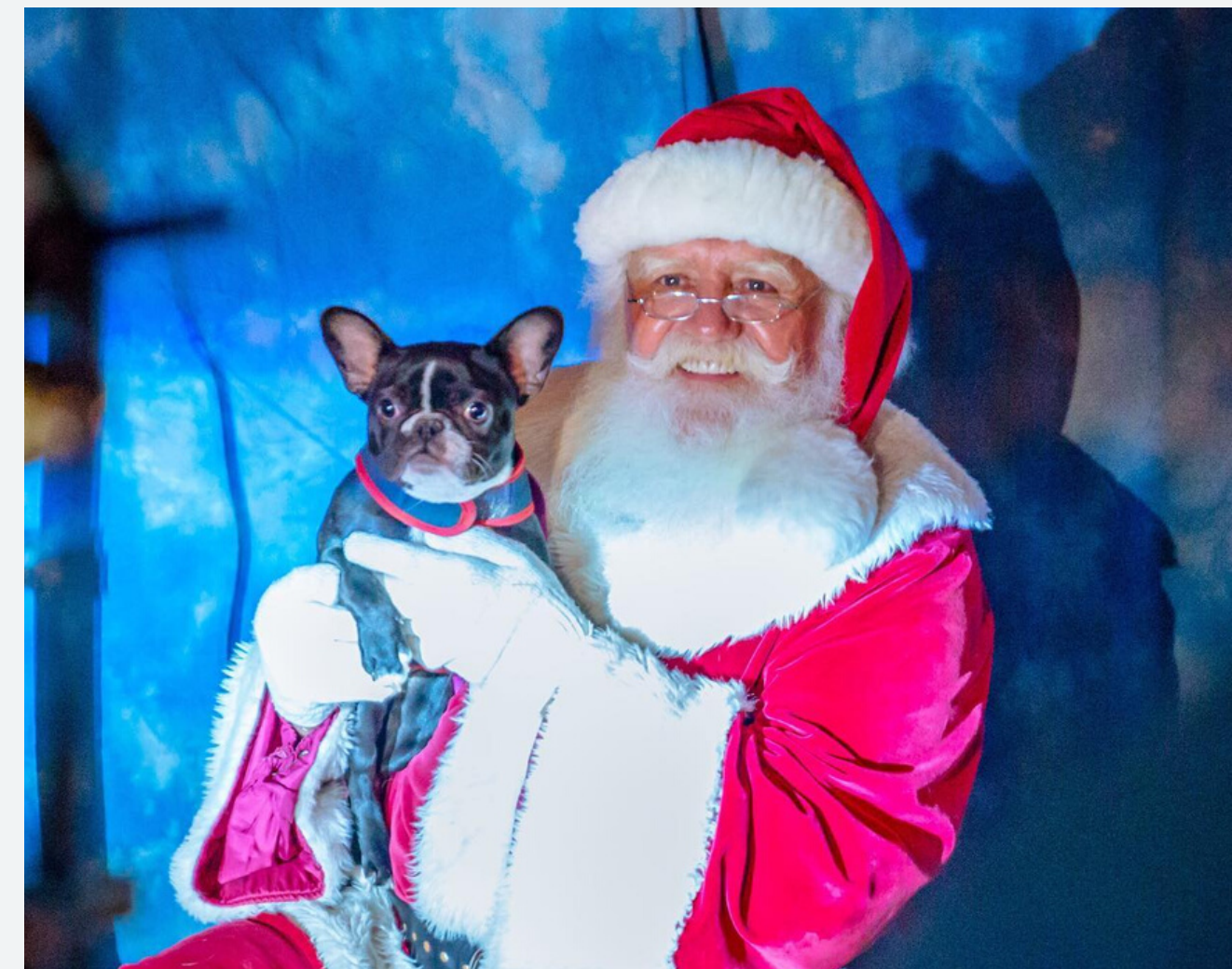






## RETURNED IN 2021

- Lights On Broadway
  - 4 Saturdays
  - Snow Globe Santa
  - Free carriage rides
- Saints Santa Run
  - 397 runners participated with registrants from 4 states and 23 cities
  - First year to be in-person in Midtown at SSM Health
- A Dog Day in December
  - 350 dog photos with Santa





# DOWNTOWN OKC INITIATIVES

501(C)(3)

## Community Action MicrOKC Grants- Round 2

- Partnership with ULI Oklahoma
- Community-driven placemaking and public art projects
- Round 2 - \$30,000 (grants of \$1,000 - \$3,000)

## Starlight Supper: Picnic, May 13, 2021

- Replaced the traditional communal dinner to a socially distanced picnic at Kerr Park
- Sell out event with 344 attendees
- Net income \$24,133

## Dean A. McGee Awards, July 27, 2021

- Honorees: Cathy O'Connor, Nancy Anthony, Donald Beck
- 300 attendees
- Net income \$80,259





# DISTRICT MANAGER PROGRAM







## MIDTOWN

- Midtown welcomed 19 new businesses in 2021
- Midtown currently has over 30 women-owned businesses
- Midtown Mural Wall
  - East side updated by Midtown Rotary - Summer 2021
  - "Moving Forward Together" by Chandler Domingo
  - Added LED Solar Lighting
- Formed 4 NEW subcommittees
  - Marketing & Placemaking
  - Trees
  - Street Amenities
  - Safety & Security
- Implemented Midtown Supplemental Security Plan
- Tree Study - July 2021
  - 293 street trees were documented in the report.
  - 46% had a DBH of 6" or less (meaning trees are fairly young)



# MIDTOWN

## EVENTS

- Spring Midtown Walkabout
- Fall Midtown Walkabout
- Midtown Cool Down **NEW**
- Dog Day in December
- Saints Santa Run
- Merry Midtown

## MARKETING

- New Collateral
- Updated Advertising campaign
- Midtown won Best District in MetroFamily's Family Favorites

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# AUTOMOBILE ALLEY

## Security Lights

- Added 30 new LED security lights in alleys east and west of Broadway Ave.

## Traffic Study - May/June 2021

- Part of the Better Street, Safer City

## Sponsorships/Grants

- \$15,500 Sponsorships awarded
- \$16,000 in Neon Sign Grants Approved (Non-BID funds)

## Pedestrian Counter

- 234,000 people counted outside of Coffee Slingers in 2021







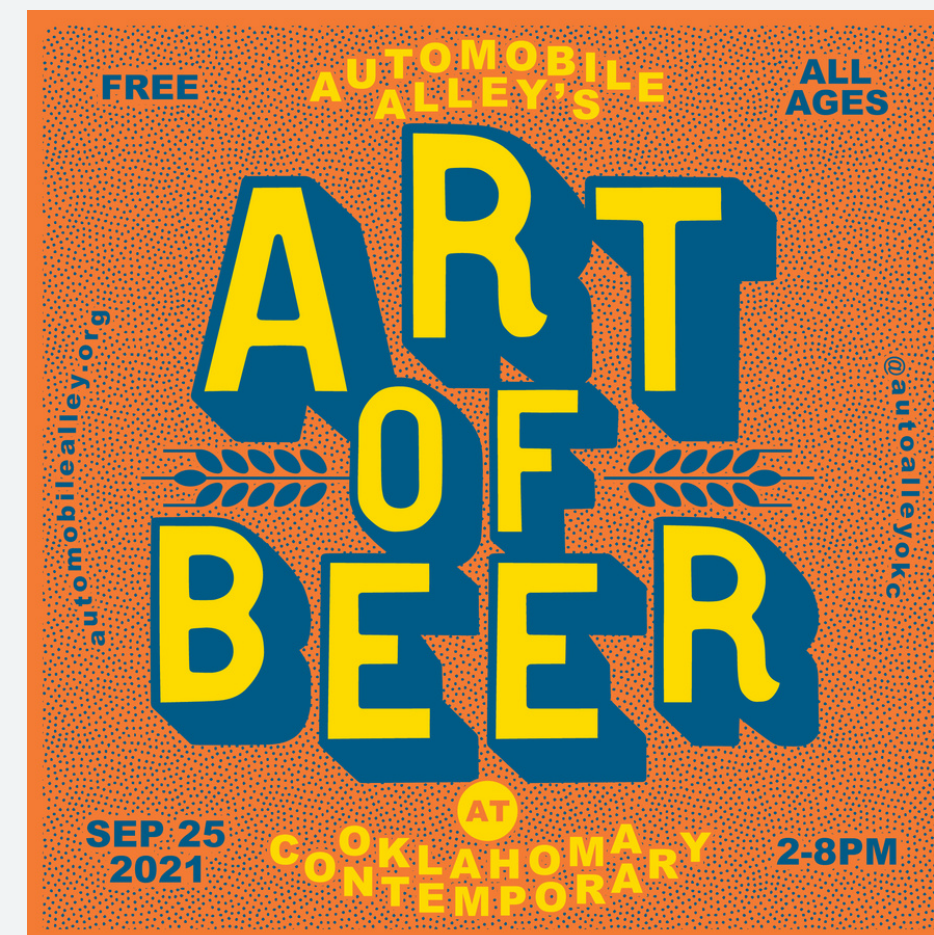
# AUTOMOBILE ALLEY

## EVENTS

- Art of Beer - September 25 **NEW**
  - Partnership with Oklahoma Contemporary
- Lights On Broadway

## MARKETING

- Postcard campaign
  - Targeted campaign to welcome back neighbors to shop and visit the district
- Added pole banners north of 10th Street







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# BRICKTOWN

## EVENTS

- Brick-or-Treat
  - 14,000+ attendees
- 4th of July
  - Live music and fireworks
  - 21,000+ attendees

## MARKETING

- Updated Bricktown Pole Banners
- Updated Bricktown Guide Map and added tear off map
- Bricktown won "Best Place to Bring Out of Town Visitors" in MetroFamily's Family Favorites





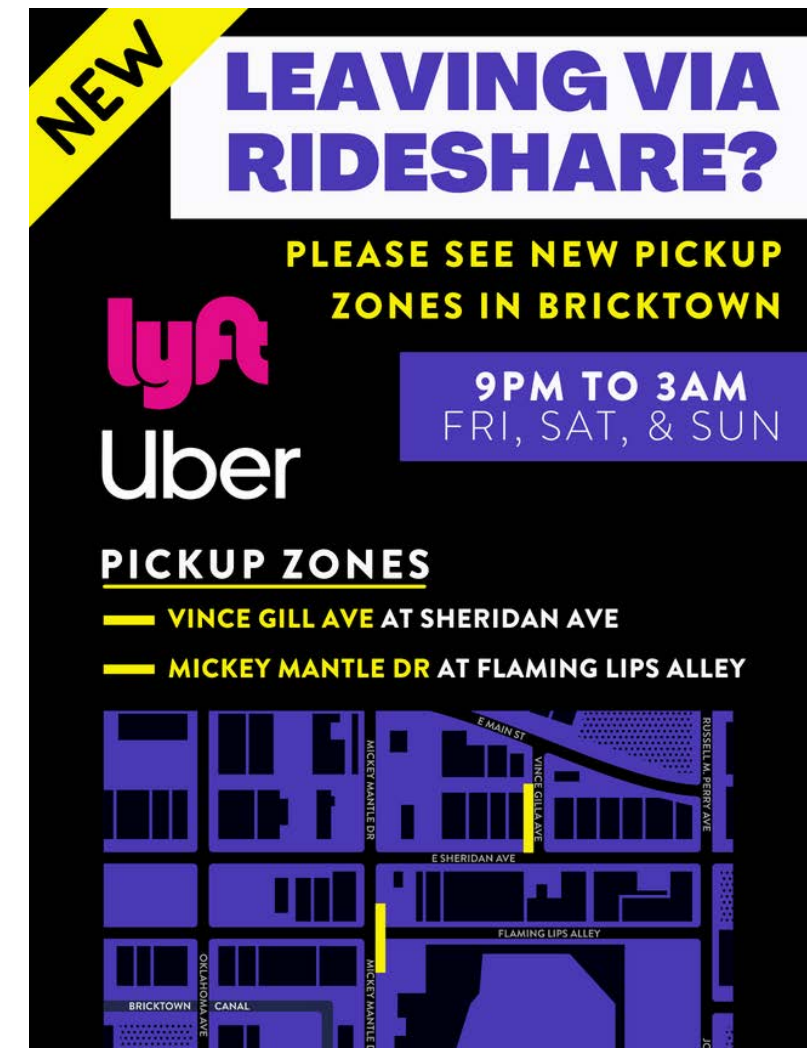
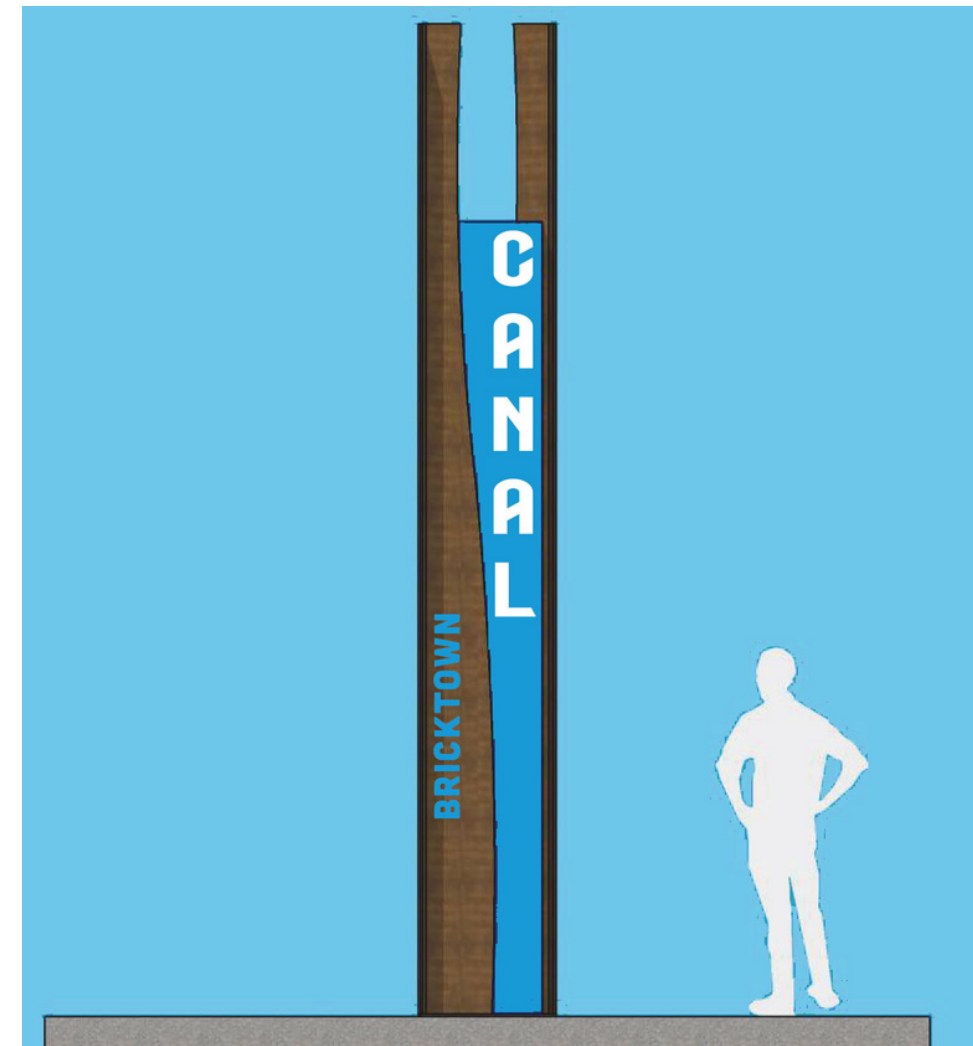
# BRICKTOWN

- Bricktown East Entry
  - Landscaping and sidewalks were installed
- Began Canal Wayfinding Phase 1
- Held Bricktown Stakeholders Meeting - Oct 2021
- Rideshare Pick-up Zones Pilot
- Developed Bricktown Action Plan

## BRICKTOWN ACTION PLAN

- ▶ Improve Clean & Safe Environment
- ▶ Develop Value Proposition/Economic Impact of Bricktown
- ▶ Convene Stakeholder Meetings for property owners and nightlife operators
- ▶ Establish Responsible Hospitality Programs
- ▶ Create Homeless Response Training for stakeholders
- ▶ Prepare a Strategic Plan

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# ARTS DISTRICT

## 3RD FRIDAYS NEW

- Monthly event that began in August for Arts District businesses to host treats, drinks, giveaways, art, live music and more
- Initiative led by district businesses to highlight walkability and creativity in district

## WEST VILLAGE UPDATE

- Convened stakeholders to discuss consolidating brands in the area
- Prepared plan to eliminate Arts District brand while keeping the history of Film Row and formally rebrand as West Village
- Redefined district boundaries and completed administrative work needed to update Operating Plan





# STAFF



**KRISTEN  
VAILS**

Director of Placemaking



**JOE  
HUDSON**

Automobile Alley District Manager



**MICHELLE  
BLASQUEZ**

Midtown District Manager



**JUSTIN  
O'NEAL**

Bricktown District Manager



**JANE  
JENKINS**

President & CEO



**DANIELLE  
DODSON**

Communications Manager



**JORDAN  
PETTAY**

Digital Media Coordinator



**HOLLY  
HOLYER**

Development & Events Manager



**PHI  
NGUYEN**

Director of Finance & Administration



**HAYDEN  
SMILEY**

Finance & Administration Coordinator



**ADDISON  
BALL**

Operations Manager



# THANK YOU

2022 IS HERE AND WE'RE READY!

Our team is excited to continue to make downtown Oklahoma City shine in the new year!

