

2022

DOWNTOWN OKC
YEAR IN
REVIEW



EXECUTED STRATEGIC PRIORITIES

- Green Team Launch
- Operating Plan Update/ West Village Launch
 - Redefined boundaries and added parcels to the BID
- Building Staff Capacity
- CEO Search & Selection

STAFF



**PHI
NGUYEN**
Chief Operating
Officer



**KRISTEN
VAILS**
Director of Place
Management



**DANIELLE
DODSON**
Director of Marketing
& Communications



**HOLLY
HOLYER**
Development &
Events Manager



**JOE
HUDSON**
Automobile Alley
District Manager



**JORDAN
PETTAY**
Digital Media
Coordinator



**MARIA
CECIL**
Accounting Manager



**JUSTIN
O'NEAL**
Bricktown
District Manager



**DANNY
VO**
Digital Media/Content
Coordinator



Street-level
Operations Supervisor



**JAKEY
DOBBS**
Midtown
District Manager



**GENE
SANDERS**
Part-time Operations
Assistant



**HAYDEN
SMILEY**
West Village
District Coordinator

**JENNIFER
NAKAYAMA**
President & CEO

**JANE
JENKINS**
Past President
& CEO



PARTNERSHIPS

- OKC Parks - Canal Landscaping Plans, Canal Lighting Upgrades, 5-year Structural Tree Pruning Plan
- OKC Beautiful - Cigarette Litter Prevention Program (CLPP)
 - Expanded to Midtown
- EMBARK
 - **Parking Benefit District Outreach:** Ordinance changes would transition parking enforcement from OKCPD to EMBARK, expand metered parking into Automobile Alley and Midtown and create Parking Benefit District for Automobile Alley, Bricktown and Midtown
 - **Free rides** bus and streetcar rides during DOKC special events





PARTNERSHIPS

- Homeless Outreach Update - The Homeless Alliance (Jan - Aug 2022)
 - 187 individuals served
 - 52 individuals moved into permanent housing
 - 27 actively enrolled in Street Outreach Program- as of 8/31/2022
- OKC Police Department
 - Off-Duty Program in Bricktown
 - CPTED Training
 - Advocacy
 - Peer city trip to Deep Ellum entertainment district in Dallas
 - Bricktown OKCPD offering safety training to Bricktown and Midtown nightlife establishments

GREEN TEAM

- Program launched **March 2022**
- DOKC, BID and district boards approved annual budget of \$900K for centralized street level services program
- Program includes **clean, safety, hospitality and homeless outreach**
- PR Media Blitz

BENEFITS OF PROGRAM

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



DOWNTOWN OKC | 2022



THE JOURNAL RECORD

'Green Team' tackles cleanup, other services in downtown OKC

By: Journal Record Staff | May 18, 2022



Goals of the Green Team include "improving the experience of the public spaces" for people who visit or work in Oklahoma City's downtown area. (Courtesy photo/Downtown OKC Partnership)

OKLAHOMA CITY – The "Green Team" kicked off work in downtown Oklahoma City only a couple of months ago, but members already have scored some impressive stats.





CLEAN & SAFE

CORE SERVICES

- Trash and litter removal
- Street vacuuming
- Pressure washing sidewalks
- Human/animal waste removal and sanitation
- Sticker and graffiti removal
- Special event information
- Business check-ins
- Hospitality escorts
- Homeless outreach





BY THE NUMBERS

CLEAN & SAFE

10.6K

Block Faces Vacuumed

1.2K

Trees Maintained

13.9K

Hospitality Assistance Interactions

7.9K

Bags of Trash Collected

945

Welfare Checks Completed



AMENITIES

BRICKTOWN CANAL

- New Canal Wayfinding (Phase 1) - Oklahoma Ave. & Mickey Mantle Dr.
- Landscape maintenance & RFP

UNDERGROUND

- Leak mitigation
- Security
- Cleaning
- General maintenance
 - Includes: ceiling tile, light bulb and ballast replacement, and touch up paint
- Provide tours of the Underground
- Refreshed art installations "Untitled" by Sullystring and "Wind Tunnel" by Klint Schor
- Flood and water damage repairs



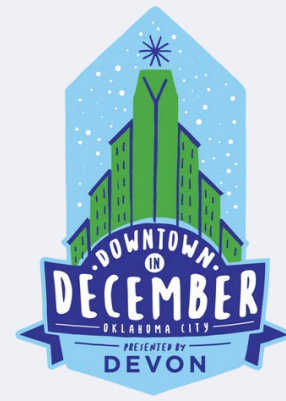


DOKC EVENTS

- **Starlight Supper Picnic (May 26)**
 - Attendance: 400+
 - Tickets sold out in less than 20 minutes
 - Second and final year for Picnic edition of the event in Kerr Park
 - Included picnic box of dishes from 7 local restaurants, live music, and a Picnic Photo Contest
 - Raised over \$47,000 for Downtown OKC Partnership



BY THE NUMBERS
DOWNTOWN IN DECEMBER



38

Holiday Events & Attractions

630K

Holiday LED Lights in Automobile Alley

\$291K

DID Sponsorships

43K

Virtual Holiday Program Viewers



DOWNTOWN OKC | 2022



NEW IN 2022

- Sponsorships
 - Exceeded fundraising goal by \$87,000
 - Sponsor Diversification
- Sponsor Appreciation Party
- [Downtown in December Presents Series](#)
- Santa Paws Photo Op in Midtown
- Added new streaming webpage



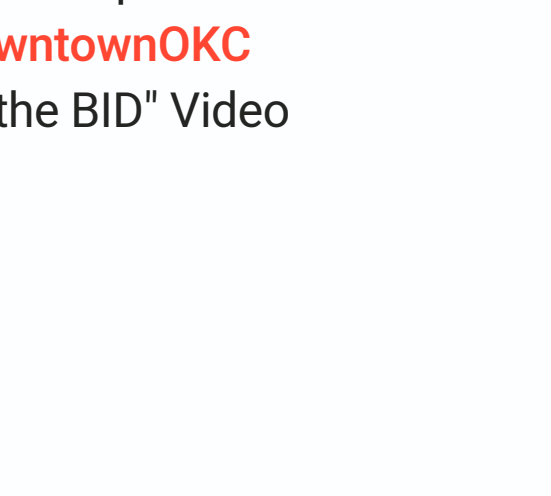
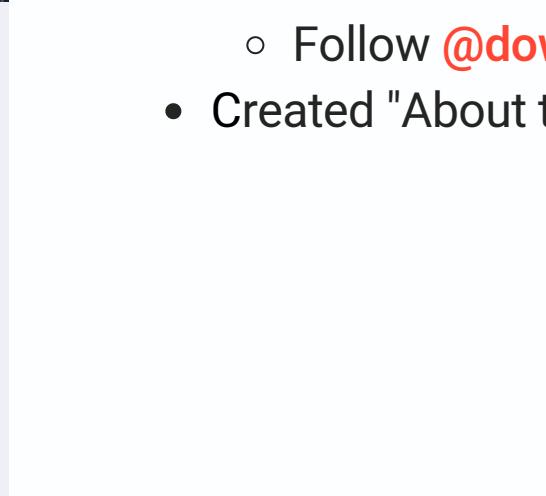
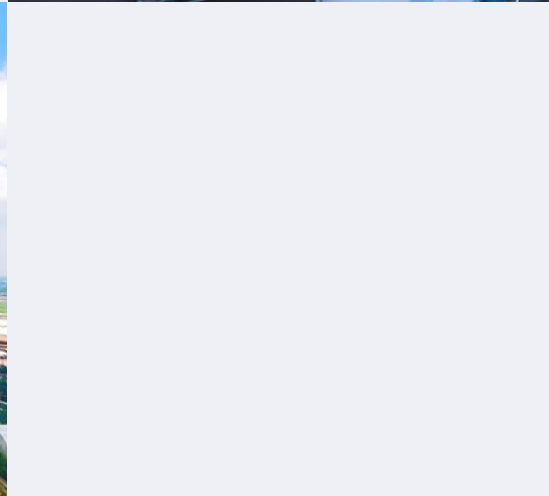
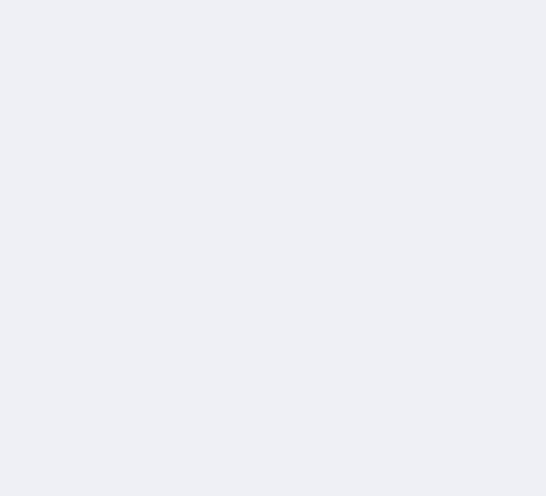
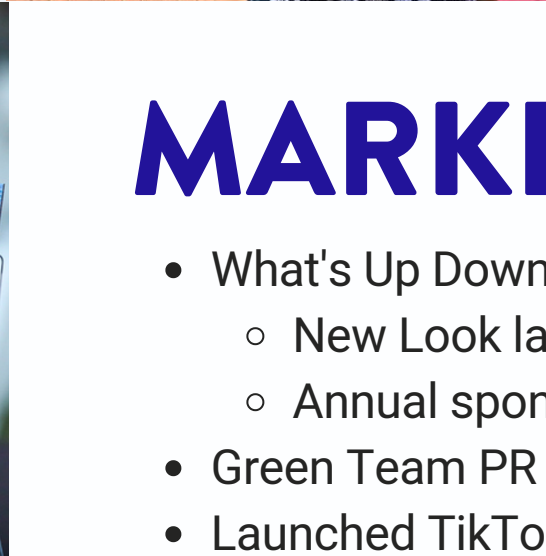
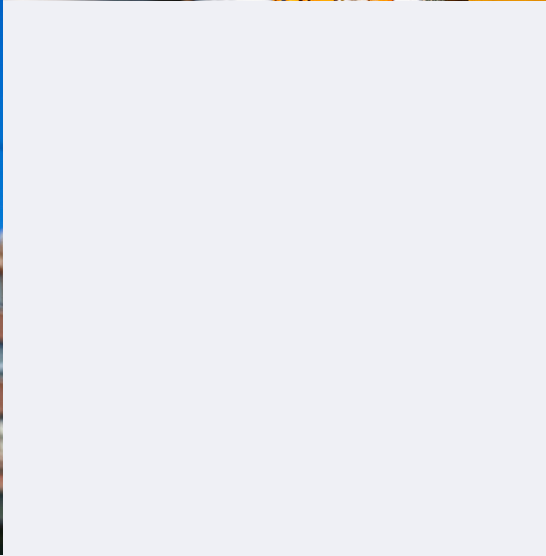
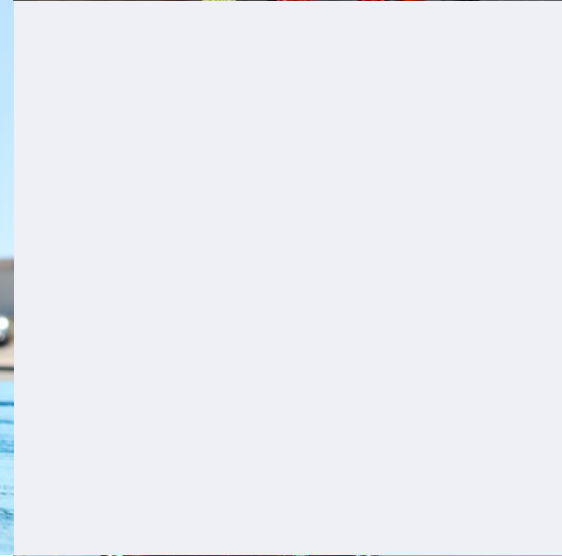
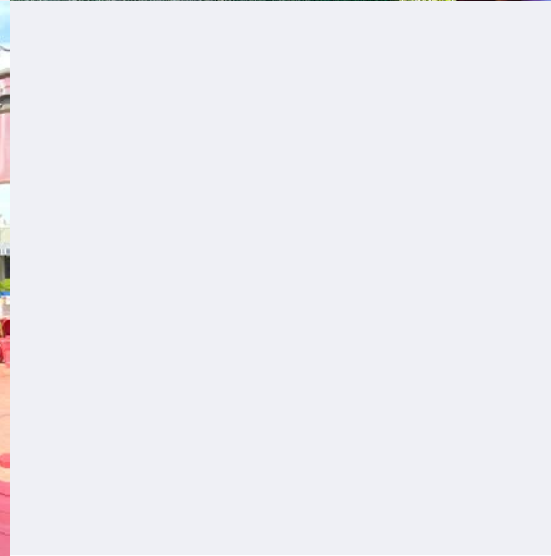
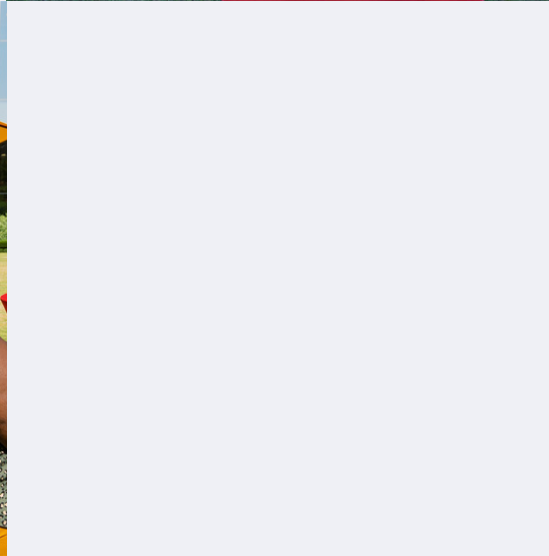
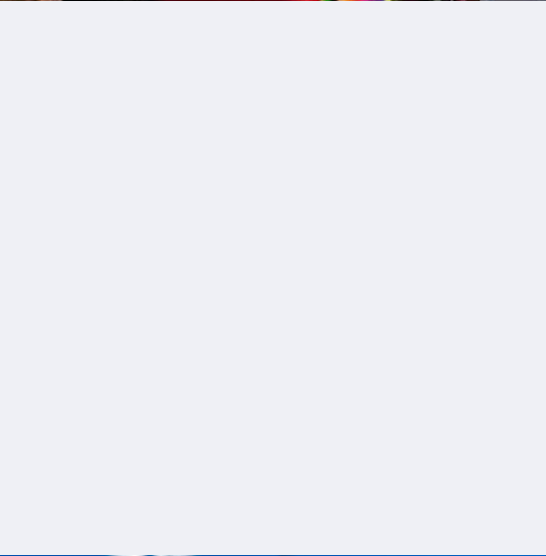
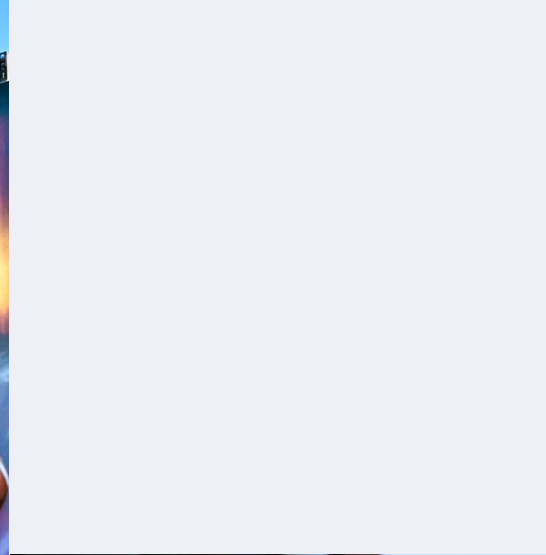
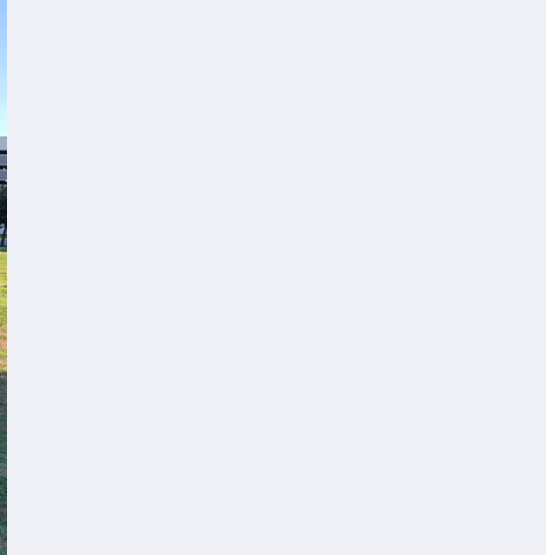
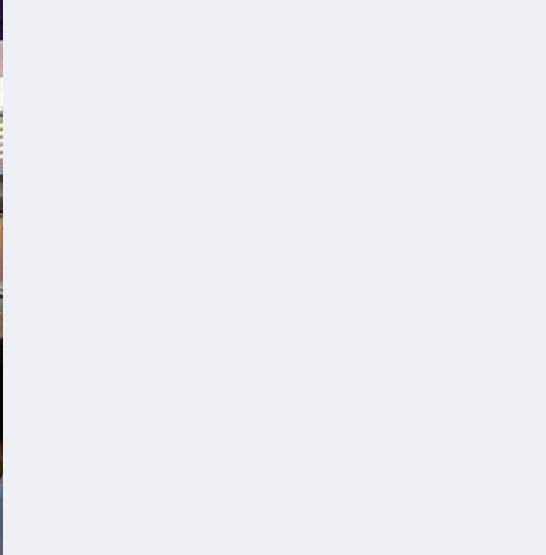


RETURNED IN 2022



- Lights On Broadway
 - 2 Saturdays
 - Visits with Santa
 - Added 40,000 lights
- Saints Santa Run
 - 500+ runners participated with registrants from 6 states and 48 cities
 - Raised over \$44,000 for Downtown OKC Partnership
- OKC Tree Lighting Festival
 - Returned to in-person with over 1,000 attendees
 - Broadcast by Fox 25





MARKETING

- What's Up Downtown Newsletter
 - New Look launched in January 2023
 - Annual sponsorship from Amshot
- Green Team PR Media Blitz
- Launched TikTok in April 2022
 - Follow [@downtownOKC](#)
- Created "About the BID" Video



BID EVENTS & SPECIAL PROJECTS

- Downtown Employee Appreciation (May 24)
 - Partnered with various downtown organizations to highlight benefits of working in downtown
- Deep Deuce Director's Cut (Sept 9)
 - Free screening of 1996 film Twister
- Kerr Park Food Truck Lunch (March 24)
 - Collaboration with Congress for New Urbanism Conference
- Bike to Work Day (May 20)
 - Collaboration with ACOG



BY THE NUMBERS

MARKETING

533,314

Total Number of Social Media Followers
Grew Over 3.7% from 2021

6,558

Newsletter Subscribers
Open Rate 38%

525,332

Views on 43 Reels (9/1-12/31)

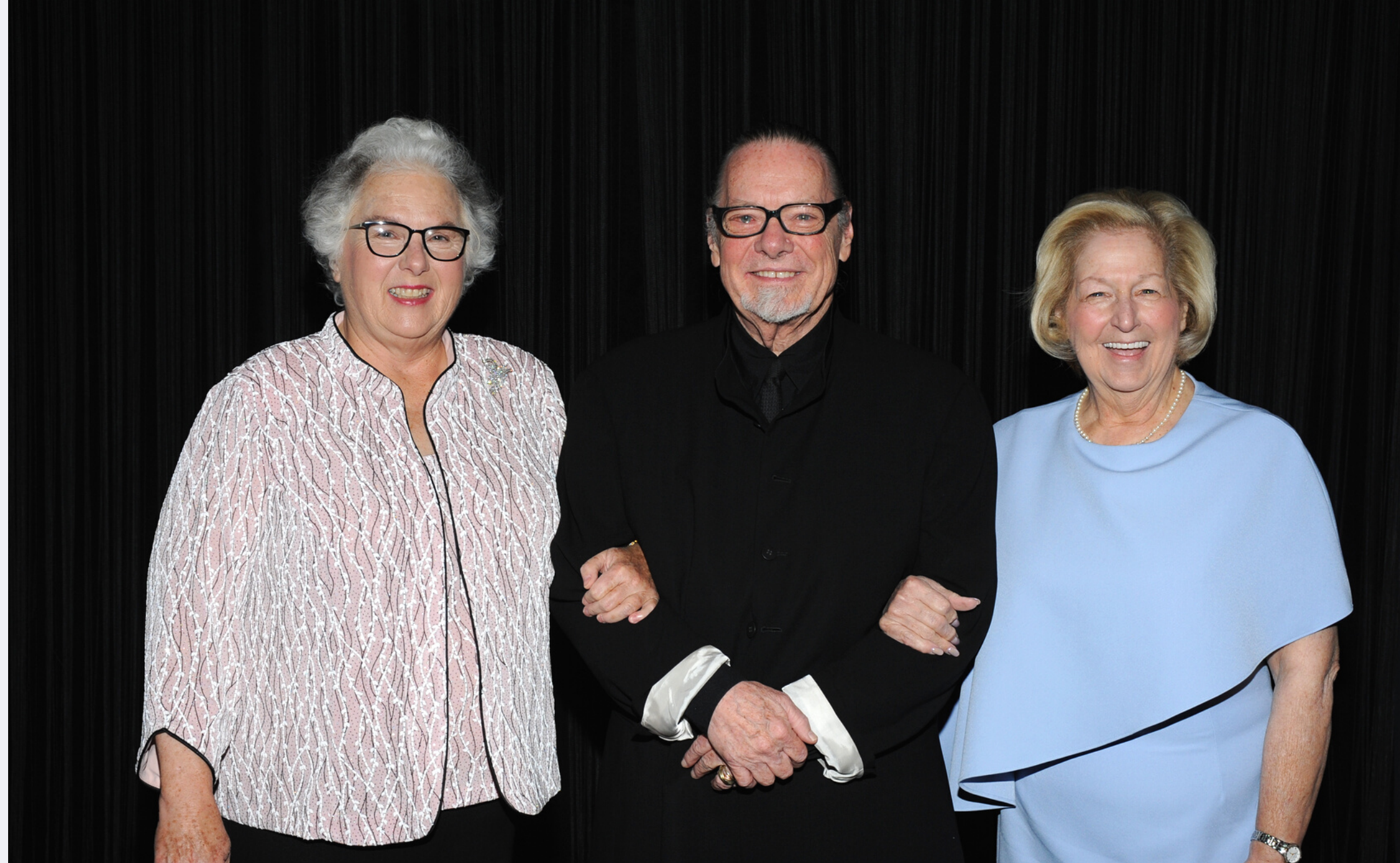
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Events Produced

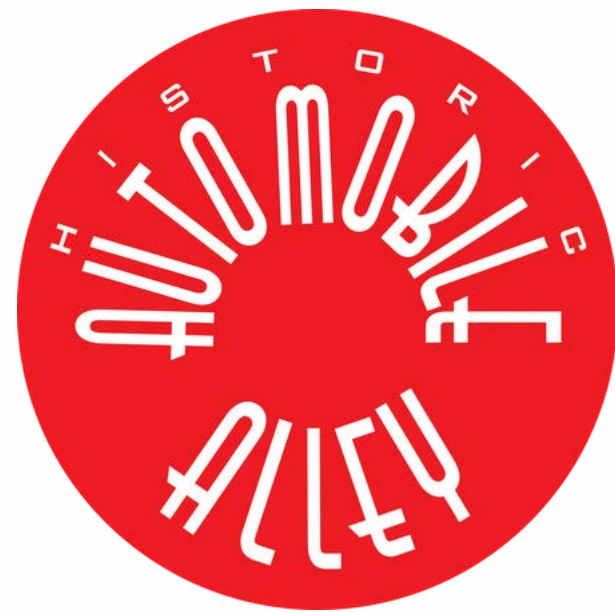
DOWNTOWN OKC INITIATIVES 501(C)(3)

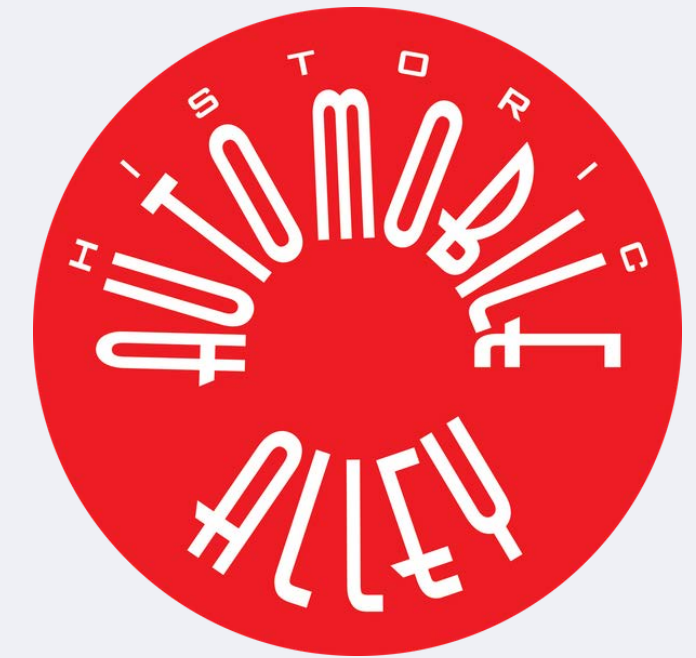
Dean A. McGee Awards, June 1, 2022

- Honorees: Rand Elliott, Debi Martin, Marva Ellard
- 266 attendees
- Net income \$57,399



DISTRICT MANAGER PROGRAM





AUTOMOBILE ALLEY

Sponsorships/Grants

- \$14,000 Sponsorships awarded
- \$6,000 in Neon Sign Grants Approved (Non-BID funds)

Pedestrian Counter

- 285,000 people counted outside Urbane Home & Lifestyle, 1015 N. Broadway Ave.





AUTOMOBILE ALLEY

EVENTS & PROJECTS

- Art of Beer - October 22
 - Partnership with Oklahoma Contemporary
- Lights On Broadway - December 3 & 10
 - Added over 40,000 new LED Lights
- Added new art to Door Tour

MARKETING

- Destination Auto Alley Campaign **NEW**
 - Targeted campaign in partnership with OK Contemporary
- Postcard Campaign - Find Your Way to Auto Alley **NEW**
- The Shop Automobile Alley Shopping Bag **NEW**
- Finalist in OK Gazette's Best Local District **NEW**

DOWNTOWN OKC | 2022





BRICKTOWN

EVENTS

- Brick-or-Treat (October 24)
 - 15,000+ attendees
 - 40 participating businesses

MARKETING

- Updated Bricktown Guide Map and tear off map
- Launched digital media marketing campaign to increase positive image of Bricktown **NEW**
- Domain acquisitions



DOWNTOWN OKC | 2022



BRICKTOWN

- Canal Wayfinding Phase 1 completed
- Wanda Jackson Bridge Mural Updated
- Bricktown East Entry: New landscaping and sidewalks were installed
- OKCPD Off-Duty Program
- Trash Can Replacement: replaced 60 trash cans

BRICKTOWN ACTION PLAN

► Improve Clean & Safe Environment

- 15 new streetlights added to Sheridan Ave.
- Added OG&E representative to board, has expedited lighting repairs
- Evaluate Bricktown curfew

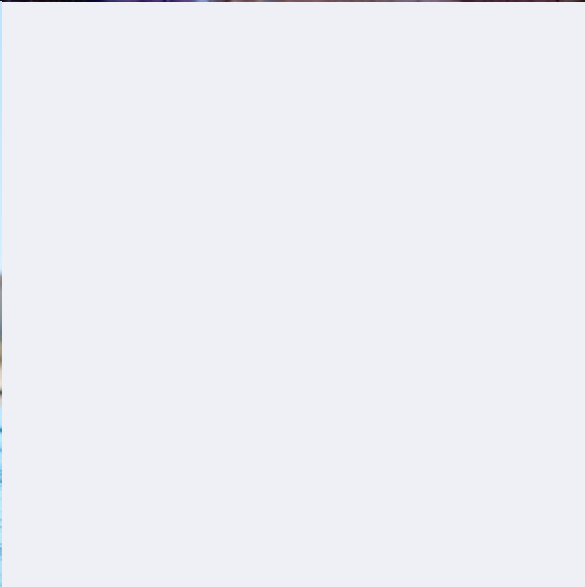
► Gather Data for Decision Making & Advocacy

- Economic Impact study launch in winter 2022

► Improve Marketing & PR

- Increased digital marketing & acquisition of domains
- Route media requests to Bricktown OKCPD major regarding crime & safety





MIDTOWN

- Midtown welcomed 14 new businesses in 2022
- Midtown Mural Wall
 - West side updated by Midtown Association - Fall 2022
 - "Beneath an Orange Sky" by Carlos Barboza
- Midtown Tree Grant Program
- Safety & Security
 - Partnered with Heritage Hills Home Association to expand their security patrol to Midtown on specific high traffic weekends.
- District Mixer - (August 21) **NEW**
 - Attendees included stakeholders and businesses
 - Held at 1492 New World Latin Cuisine

MIDTOWN

EVENTS

- Spring Midtown Walkabout
- Fall Midtown Walkabout
- Midtown Cool Down
- Saints Santa Run
- Merry Midtown
- Santa Paw's Photo Op **NEW**

MARKETING

- Updated Collateral
- Mditown Spend To Win Giveaway **NEW**
- Updated Advertising campaign
- Midtown was voted the Best District in the 405!





WEST VILLAGE DISTRICT

SUBDISTRICT CREATION

- Redefined district boundaries and completed administrative work needed to update Operating Plan
- Formed West Village Association Board of Directors from the former Historic Film Row 501(c)3 organization
- Developed new district branding
- Board created its first district budget including plans for marketing, strategic planning and expanded Green Team services in the district

West
Village
District



DOWNTOWN OKC | 2022





WEST VILLAGE

EVENTS

- **Fourth Fridays** - Event series was launched in spring 2022 as a monthly event to program and highlight district businesses
 - Initiative led by district businesses to highlight walkability and creativity in district
- October Fourth Friday - Brand launch and Welcome Walk

MARKETING

- Branded collateral - shirts, coasters, tote bags
- New district pole banners
- Refurbished Film Row ID markers
- Digital Holiday Gift Guide
- Updated advertising campaigns and photography



DEEP DEUCE

EVENTS

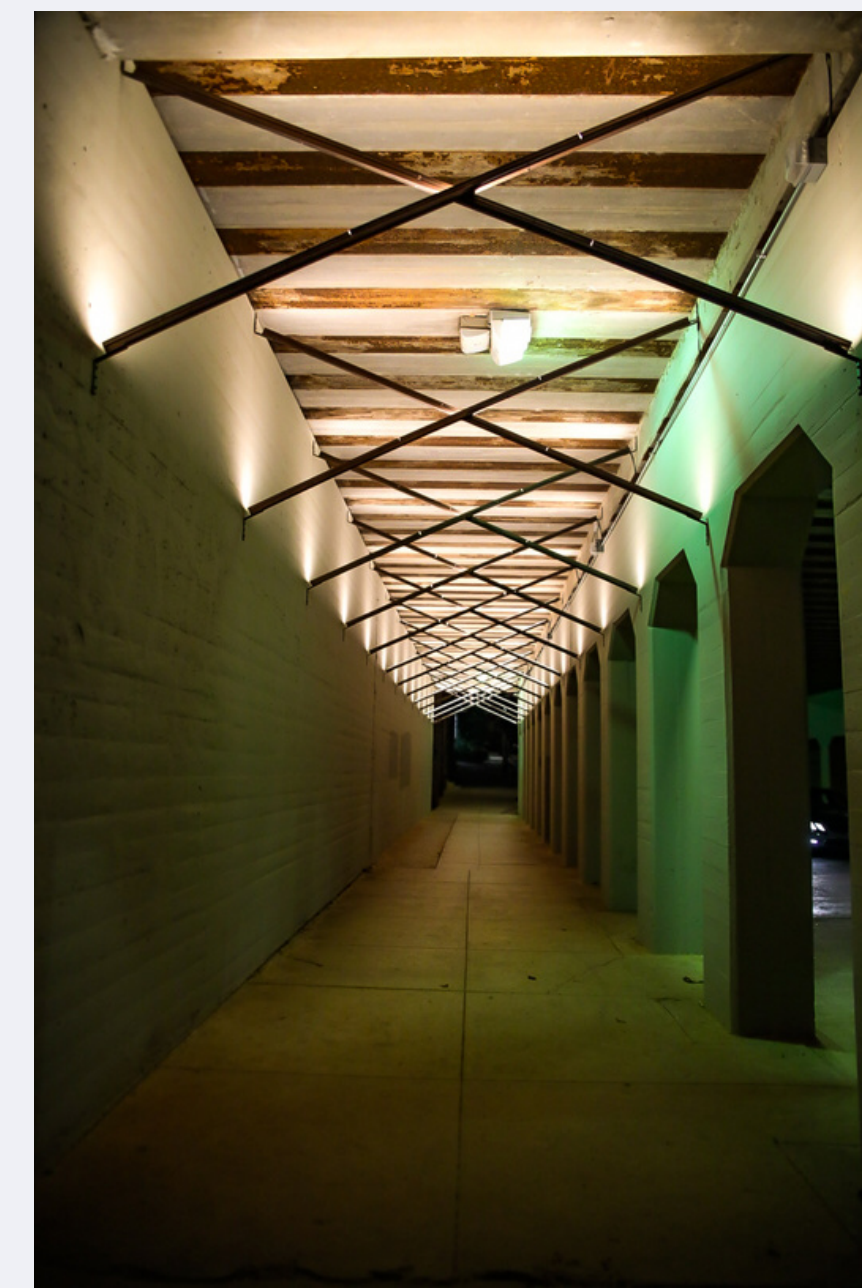
- Deep Deuce Director's Cut (Sept 9)
 - Free screening of 1996 film Twister

3RD STREET UNDERPASS

- New lighting improvements were added to the underpass at NE 3rd Street railroad underpass
- Enhanced pedestrian experience and safety on both sides of 3rd Street



DOWNTOWN OKC | 2022



THANK YOU

2023 IS HERE AND WE'RE READY!

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

