

A vibrant, stylized image of a city skyline at sunset. The sky is a mix of orange, yellow, and purple. The buildings are rendered in a blue and purple color palette. The text is overlaid on the image.

DOWNTOWN OKC
YEAR IN REVIEW

2023

Our Organizations



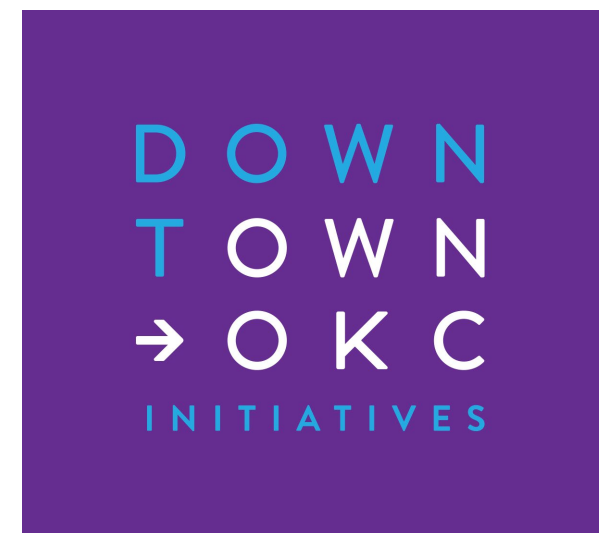
Downtown OKC Partnership 501(c)6

To create and champion a vibrant and diverse downtown through placemaking, advocacy, and promotion



Downtown Business Improvement District

To manage, maintain and market the downtown BID area

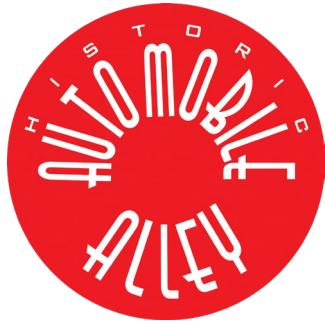


Downtown OKC Initiatives 501(c)3

To foster an environment of creativity and culture through public art and activation



Our Downtown Districts





Jennifer Nakayama
President & CEO

Downtown OKC Staff



Phi Nguyen
Chief Operating Officer



Maria Cecil
Finance Manager



Holly Hoyler
Development & Events Manager



Stephanie Pierce
Street-level Operations Supervisor



Gene Sanders
Part-time Operations Assistant



Kristen Vails
Director of Place Management



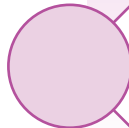
Jakey Dobbs
Midtown District Manager



Joe Hudson
Automobile Alley District Manager



Karen Medina
Events & Activation Coordinator



Vacant
Bricktown District Manager



Danielle Dodson
Director of Marketing & Communications



Jennifer Cote
Digital Marketing Coordinator



Lauren Noble
Marketing Manager



Events & Development

FUNDRAISING

- Starlight Supper
- Downtown in December
- Dean A. McGee Awards
- Chocolate Decadence

DISTRICT EVENTS

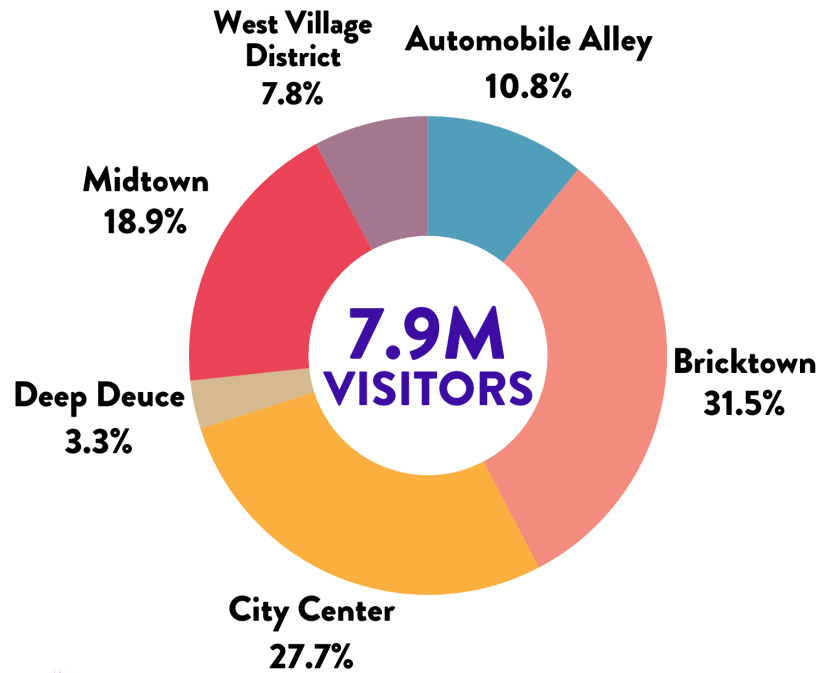
- 10 Buck Lunch
- Art of Beer
- Brick-or-Treat
- Lights On Broadway
- Midtown Cool Down
- Midtown Walkabout
- Santa Paws
- West Village's Fourth Fridays

COMMUNITY EVENTS

- Downtown Employee Appreciation
- Oklahoma City Tree Lighting Festival
- Saints Santa Run
- Downtown Home Tour



Downtown Visitors



DISTRICT	VISITORS	VISIT FREQUENCY	AVG DWELL TIME	YEAR OVER YEAR
AUTOMOBILE ALLEY	857K	2.84	115	(1.4%)
BRICKTOWN	2.5M	3.13	232	(2.0%)
CITY CENTER	2.2M	3.48	235	0.06%
DEEP DEUCE	259K	3.18	325	(0.20%)
MIDTOWN	1.5M	4.89	187	(3.10%)
WEST VILLAGE DISTRICT	616K	2.84	161	6.30%

Downtown is defined by NW 13th Street to the north, Oklahoma City Boulevard to the south, N Western Avenue to the west, and Interstate 235 to the east.

SOURCE: PLACER.AI



Downtown Visitors

Visitors 1.5M
Visit Frequency 4.89
YoY -3.1%

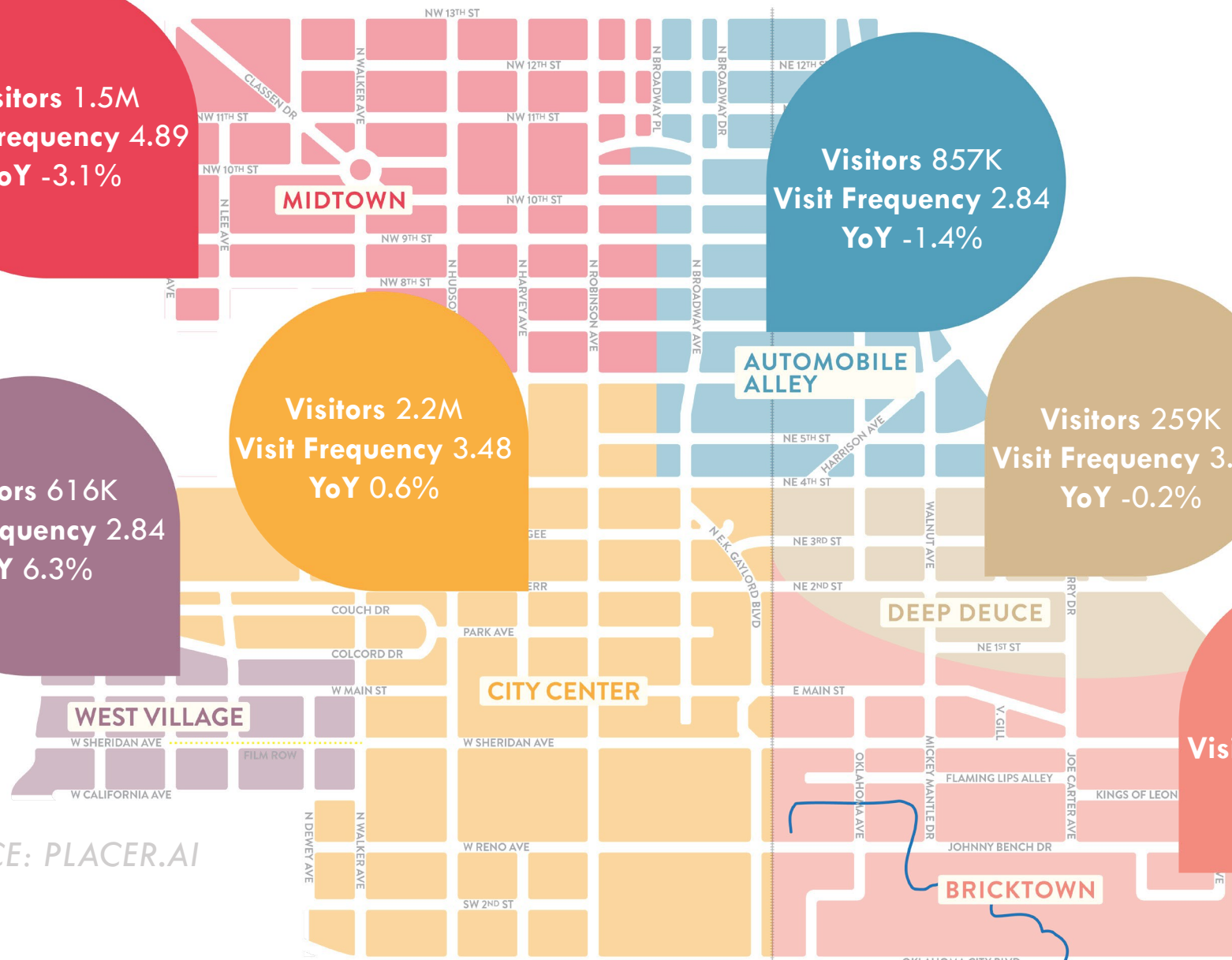
Visitors 857K
Visit Frequency 2.84
YoY -1.4%

Visitors 616K
Visit Frequency 2.84
YoY 6.3%

Visitors 2.2M
Visit Frequency 3.48
YoY 0.6%

Visitors 259K
Visit Frequency 3.18
YoY -0.2%

Visitors 2.5M
Visit Frequency 3.13
YoY -2.0%



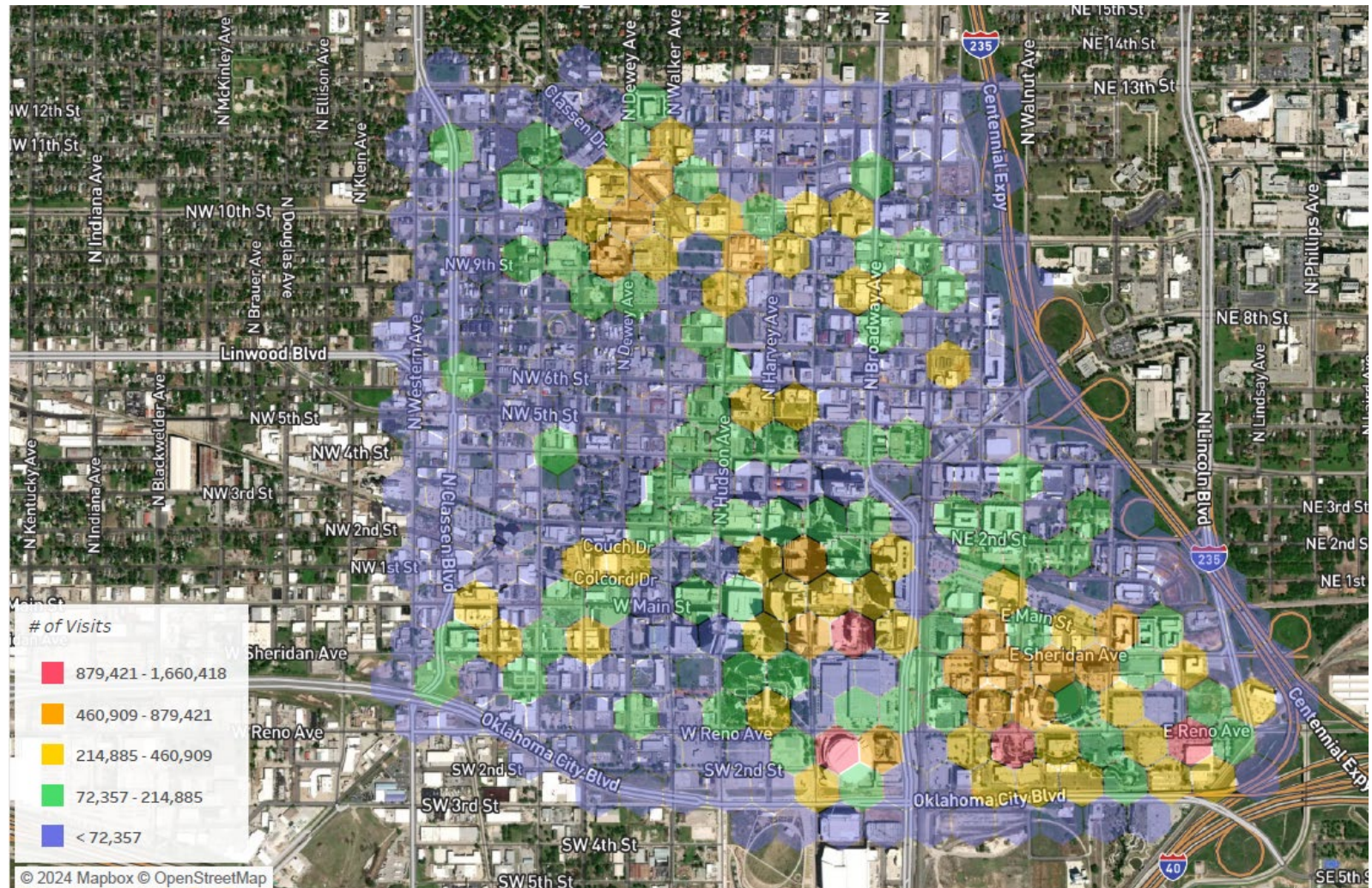
SOURCE: PLACER.AI



Downtown Visitation Heatmap

JANUARY 1 – DECEMBER 31, 2023

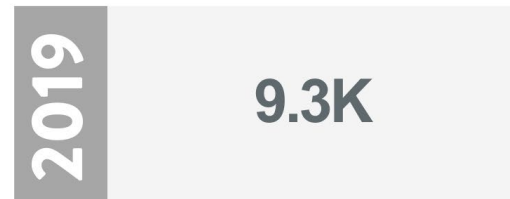
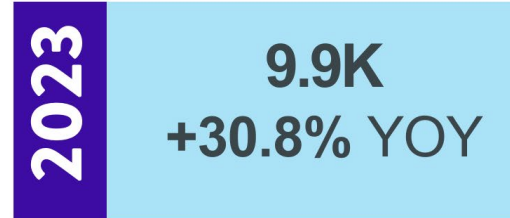
SOURCE: PLACER.AI



Downtown Users

EMPLOYEES

RESIDENTS



SOURCE: PLACER.AI



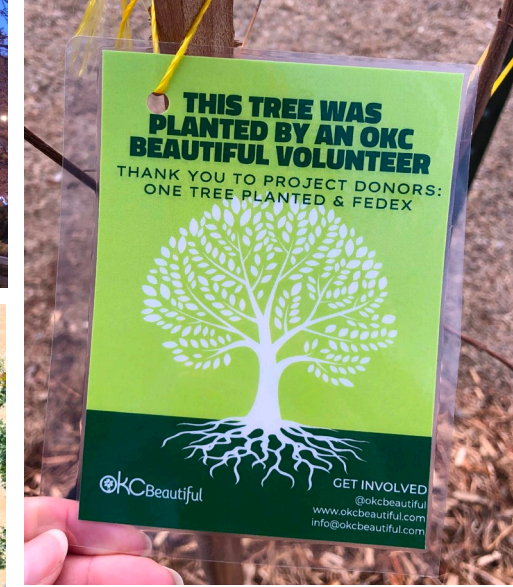
Placemaking & Public Space

- New art and basketball court resurfacing
*Partnership with the Thunder Community Foundation
Designed by Dusty Gilpin & Tony Thunder*
- New trash cans (West Village District)
- Neon sign grants (Automobile Alley)
- Bricktown Canal landscaping rehabilitation



Beautification & Public Art

- Wayfinding (Bricktown)
- Expanded Automobile Alley Light Display
- Lights on the Bricktown Canal
Oklahoma Bridge, string & holiday lights
- Grew Door Tour Program (Automobile Alley)
- Replaced 40+ Tree with grant OKC Beautiful



Green Team

JANUARY 1 – DECEMBER 31, 2023

Hospitality
Assists

62,770

Cigarette Butts
Recycled

28.85 lbs

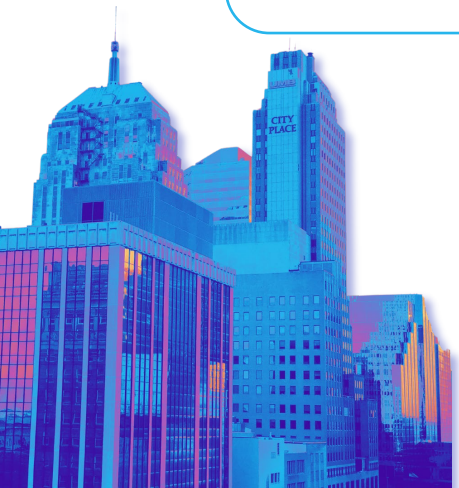
Welfare Check-ins

5,044

Graffiti Removed

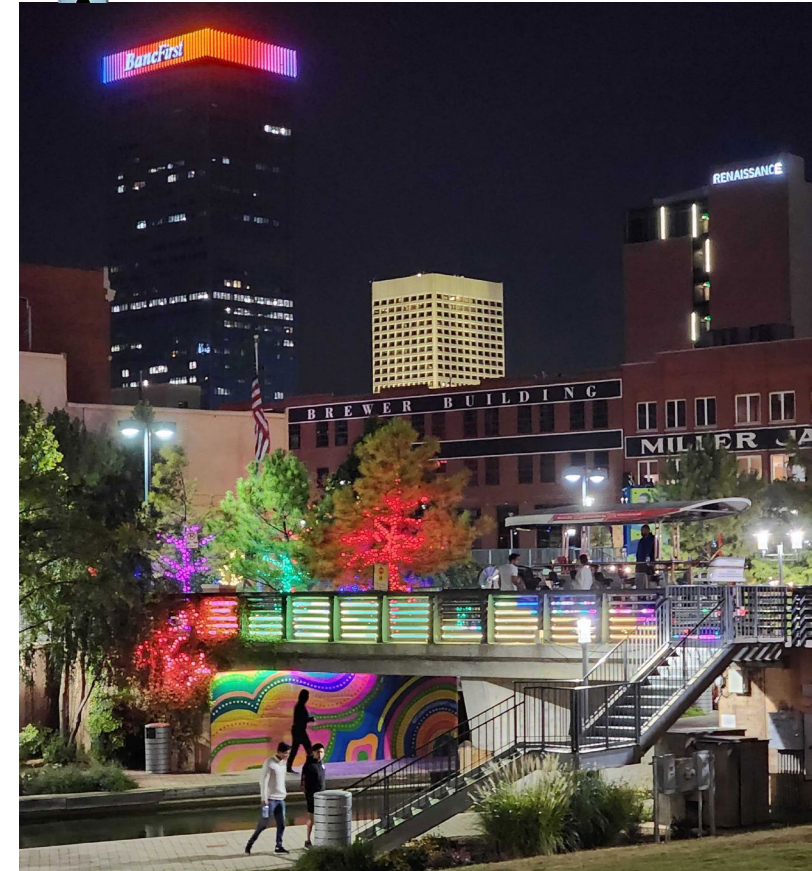
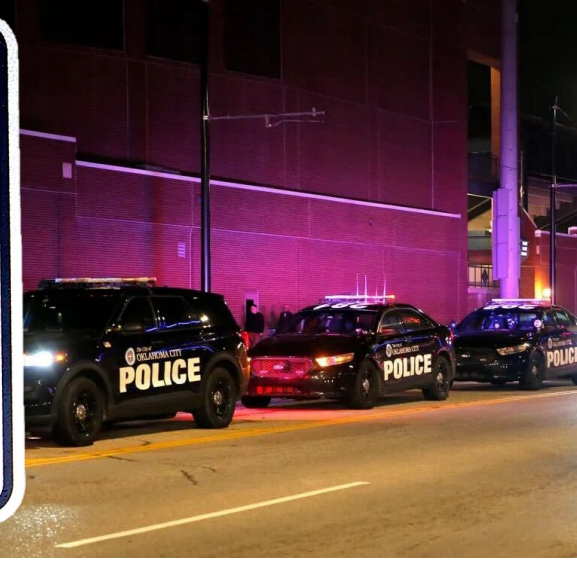
2,505

SOURCE: BLOCK BY BLOCK
SMART SYSTEM



Advocacy and Policy:

- Parking Benefit Districts
- Bricktown Curfew
- Bricktown Economic Impact Study
- General Obligation Bond Priorities 2025
- Pedestrian safety and accessibility
- BRT Stakeholder Committee
- Sign Code updates – Commercial districts' pole banners & murals
- Electric scooter regulations/pilot projects
- Bricktown Lighting Study (City of OKC, OGE)



Community Engagement



40%
OPEN RATE

Newsletter
Emails Sent

339K

Social Media
Reach

2.31M

Social Media
Followers

542K

Community Engagement



Looking Ahead: 2024 Priorities

- Strategic alignment planning
- Operational efficiencies
- City of OKC partnerships
- Expand external collaborations



DOWNTOWN PANEL: ENVISIONING 2024



Craig Freeman
City of Oklahoma City
City Manager



Wade Gourley
City of Oklahoma City
Chief of Police



Aubrey McDermid
City of OKC
Assistant City Manager



Kenton Tsoodle
Alliance for Economic
Development
CEO & President



Questions?

D O W N
T O W N
→ O K C

For additional questions or comments, please reach out to Downtown OKC Partnership.

Jennifer Nakayama, President & CEO
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405.235.3500