

DOWNTOWN OKC BY THE NUMBERS

DOWNTOWN
→ OKC
PARTNERSHIP

2024

JANUARY 1 – DECEMBER 31, 2024

Downtown Overall Data

SOURCE: PLACER.AI

VISITS

24.3M

-2% YOY
-1.1% YO2Y
+7% YO3Y

AVG STAY

203 mins

PEAK HOURS

6-10 PM

PEAK DAY

Saturday

TOP DAYS IN 2024

139.1K

Sat, May 18 (Savannah Bananas/Zach Bryan)

124.4K

Sat, July 27 (Olivia Rodrigo)

118.8K

Sat, March 16 (St. Patrick's Day Weekend, John Wesley)

118.7K

Fri, May 17 (Zach Bryan)

117.4K

Sat, December 14 (Lights On Broadway, Nutcracker, Holiday Pop-ups, NCAA Bedlam Basketball)

VISITORS

4M

EMPLOYEES

51.2K

RESIDENTS

12.3K

BY DISTRICT

DISTRICT	VISITORS	VISITS	FREQUENCY	AVG STAY (MINUTES)	VISITS YOY
AUTOMOBILE ALLEY	812.6K	2.4M	3.05	115	(0.6%)
BRICKTOWN	2.6M	7.8M	3.00	183	(2.3%)
CITY CENTER	2.3M	8.0M	3.61	198	4.7%
DEEP DEUCE	279.2K	804.9K	2.85	220	(8.0%)
MIDTOWN	1.4M	6.4M	4.47	170	(3.4%)
WEST VILLAGE	622.9K	1.9M	3.09	143	9.0%

Downtown is defined by NW 13th St. to the north, Oklahoma City Blvd. to the south, N Western Ave. to the west, and I-235 to the east.

Green Team Stats

SOURCE: BLOCK BY BLOCK SMART SYSTEM

Biohazards Removed **3,221**

Business Check-ins **4,921**

Cigarette Butts Recycled **33 lbs**

Graffiti Removed **3,148**



WELFARE
CHECK-INS

10,192

CLEAN & SAFE
INVESTMENT

\$1.02M

GREEN TEAM
EMPLOYEES

15 FTE

HOSPITALITY
ASSISTS

82,582

PRESSURE
WASHING

1,139 HRS

Green Team data is collected only within the Downtown Business Improvement District.

DOWNTOWN OKC PARTNERSHIP

WHAT WE DO

UPDATED JANUARY 2025

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

Mission

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

About Us

Downtown Oklahoma City Partnership (DOKC) is a 501(c)(6) nonprofit urban place management organization created in 2000.

DOKC also manages and maintains the Downtown Business Improvement District (BID) and fosters an environment of creativity and culture through public art and activation via its 501(c)(3) Downtown OKC Initiatives.

Core Services

ADVOCACY

Champion for downtown's growth and vitality by representing stakeholders on key issues, serving on committees, securing funding, and providing public support.

MARKETING

Provides marketing for downtown and supports districts to enhance visibility and drive community engagement.

PLACEMAKING

Shapes public spaces by harnessing community ideas and assets, incorporating public art and programming to enhance the downtown experience.

DISTRICT MANAGEMENT

Provides district management through board coordination, business engagement, event planning, activations, and advocacy efforts, ensuring each district thrives.

OPERATIONS

Manages downtown's cleanliness, hospitality, and public assets through the BID and General Fund contract with the City of OKC. Maintains key public amenities -- Bricktown Canal, Underground, and street-level infrastructure like bike racks, trash cans, benches, and limited landscaping and irrigation systems.

Green Team services include trash collection, pressure washing, graffiti / sticker removal, and homeless outreach.



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