



DOWNTOWN OKLAHOMA CITY YEAR IN REVIEW

DOW
TOWN
→ OKC
PARTNERSHIP

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

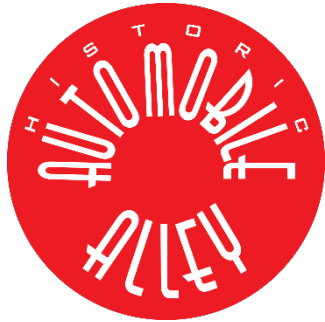
To manage, maintain and market the downtown BID area



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



Olivia Branscum
Development & Events
Coordinator



Maria Cecil
Finance Manager



Stephanie Pierce
Operations Manager



Gene Sanders
Operations Assistant



Kristen Vails
Director of Place
Management



Jakey Dobbs
Midtown
District Manager



Holly Jarolim
Automobile Alley
District Manager



Karen Medina
West Village
District Coordinator



Patrick Sullivan
Bricktown
District Manager



Danielle Dodson
Director of Marketing &
Communications



Jennifer Cote
Digital Marketing
Coordinator



Lauren Noble
Marketing Manager

EVENTS & DEVELOPMENT

FUNDRAISING EVENTS

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



COMMUNITY EVENTS

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



DISTRICT EVENTS

- Midtown Walkabout
- West Village Fourth Fridays
- Brick-or-Treat
- Lights On Broadway
- Fireworks at the Flagpole
- Santa Paws



CAMPAIGNS

- 10 Buck Lunch Week - **Midtown**
- Better Broadway - **Automobile Alley**
- Destination Auto Alley - **Automobile Alley**
- Downtown in December in July - **Downtown**
- Merry Midtown - **Midtown**
- Punch to Play - **West Village**
- Spring Break - **Bricktown**
- Summertime Shopping Spree - **Midtown**
- Thunder Playoffs - **Downtown**
- This Week in Midtown - **Midtown**
- Underground Timeline - **City Center**
- What's Up Downtown - **Downtown**

38%
OPEN RATE

Newsletter
Emails Sent

336K

Social Media
Impressions

14.2M

Social Media
Followers

551K



2024 DOWNTOWN DATA

DOWNTOWN OVERALL

VISITORS	4M
EMPLOYEES	51.2K
RESIDENTS	12.3K
VISITS	24.3M

(2.0%) YOY | (1.1%) YO2Y | 7.0% YO3Y



VISITORS BY DISTRICT

DISTRICT	VISITORS	VISITS	VISIT FREQUENCY	AVG DWELL TIME	VISITS YEAR OVER YEAR
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%

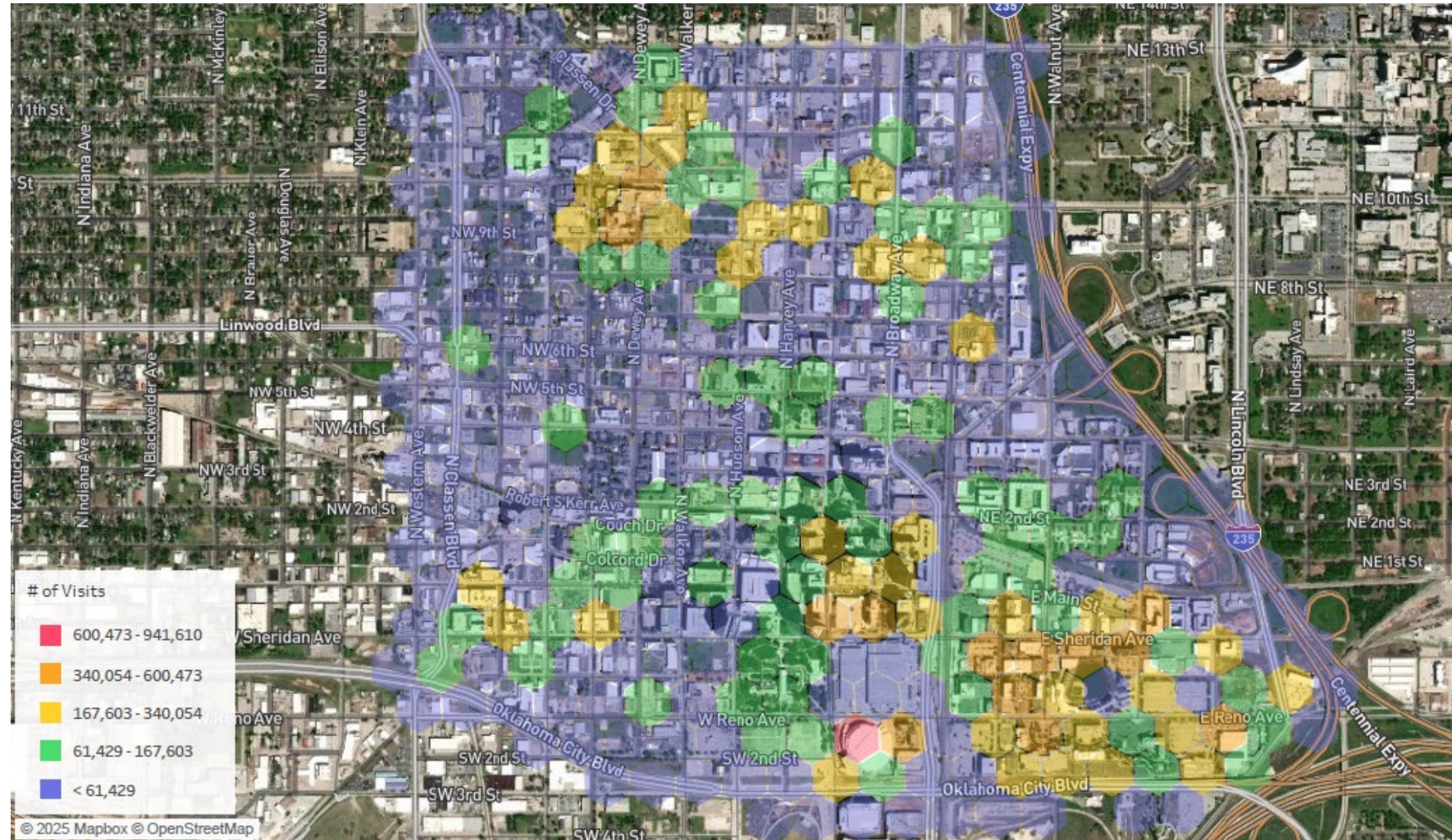
Downtown is defined by NW 13th Street to the north, Oklahoma City Boulevard to the south, N Western Avenue to the west, and Interstate 235 to the east.

SOURCE: PLACER.AI

DOWNTOWN VISITATION HEATMAP

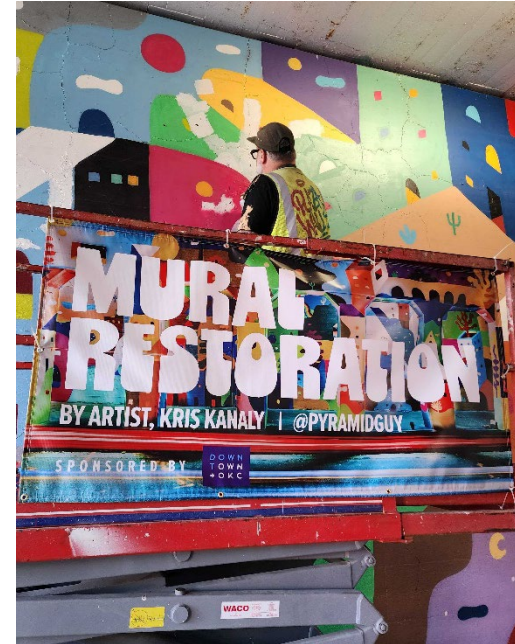
JANUARY 1 – DECEMBER 31, 2024

SOURCE: PLACER.AI



BEAUTIFICATION & PUBLIC SPACE

- Mural Restoration
 - Abstract Passages by Kris Kanaly – Reno Underpass
 - Centennial Mural by Bob Palmer – Bricktown Canal
- Expanded Holiday Light Displays
 - Automobile Alley
 - Bricktown Canal
- Neon Sign Grants (Automobile Alley)
- Awarded grant from OCCF to grow Broadway street trees to 40 (Automobile Alley)
- Underground improvements
 - Color tube guard replacement
 - 50th Anniversary Visual Timeline
- Pole banner replacement & repairs (Automobile Alley, Bricktown, Midtown, Deep Deuce)



GREEN TEAM

Biohazards Removed **3,221**
Business Check-ins **4,921**
Pressure Washing **1,139 hrs**

Hospitality
Assists
82,582

Cigarette Butts
Recycled
33 lbs

Welfare Check-ins
10,192

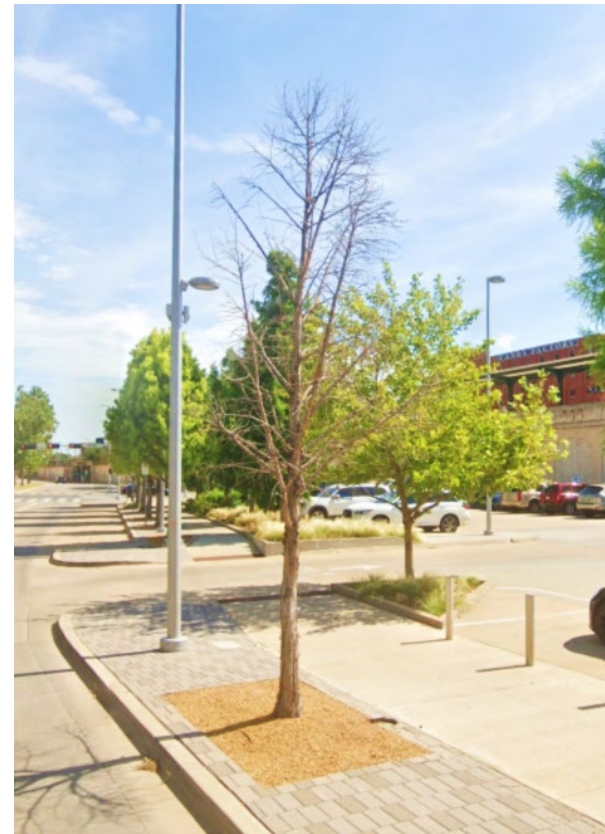
Graffiti Removed
3,148

SOURCE: BLOCK BY BLOCK SMART SYSTEM
JANUARY 1 – DECEMBER 31, 2024



OPERATIONS

- Bird Mitigation: Transitioned in-house to Green Team
- Rodent Control: Expanded program throughout the BID
- Project 180 Tree Audit: Identified trees and species in need of replacement for FY 25
- Terracycle Program: Expanded program to Bricktown; 40+ Terracycles maintained



STRATEGY & PLANNING

- **DOWNTOWN OKC STRATEGIC ALIGNMENT PLAN:** *Improve the alignment between DOKC, the BID and City of OKC to guide future organizational decisions and staff implementation. Completed December 2024.*
- **MIDTOWN MARKETING STRATEGY:** *Used research and stakeholder feedback to identify audiences and develop a marketing roadmap for 2-3 years. Completed summer 2024.*
- **WEST VILLAGE STRATEGIC PLAN:** *The 3-5 year plan identified the district's long-term vision, priorities, and provided recommendations to address brand confusion, and implement programming and tenant recruitment programs. Completed June 2024*



ADVOCACY AND POLICY

DOWNTOWN-WIDE

- General Obligation Bond Priorities 2025
- **Parking Benefit Districts:** *Continued advocacy for the creation of parking benefit districts for further investment in district public space.*

AUTOMOBILE ALLEY

- **Better Broadway Streetscape in Automobile Alley:** *Advocacy for street design, parking, trees, pedestrian access and mediation of business impacts. (City of OKC, SRB, Rudy Construction)*
- **Bus Rapid Transit on Broadway:** *Advocacy to limit the number and placement of BRT stops along Broadway. Up to six locations were proposed, limiting the impact of the Broadway streetscape. Ultimately, one southbound stop was designed into the new streetscape. (City of OKC, Embark)*



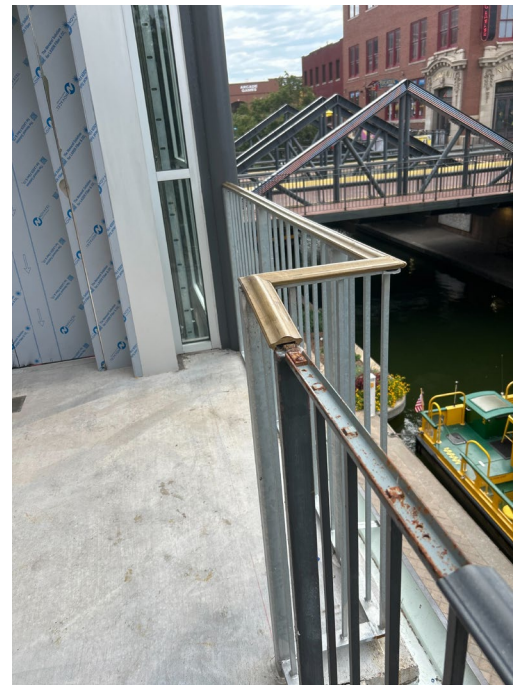
ADVOCACY AND POLICY

BRICKTOWN

- **Safety in Bricktown and curfew enforcement:** *Coordination with OKCPD and increase off officers dedicated to curfew enforcement, communications with media and stakeholders (City of OKC/OKCPD, Saxum)*
- **Bricktown Infrastructure Improvements:** *Advocacy and communications for canal elevator addition, Lower Bricktown lighting and landscape upgrades, Reno Avenue guardrail maintenance, Canal brass railing replacement after theft (City of OKC/Parks/Public Works)*
- **Women's College World Series Shuttle:** *Advocacy for an additional stop in Bricktown for the Women's College World Series Embark shuttle service, doubling ridership and ease of access for attendees staying in Bricktown (City of OKC/Embark)*

MIDTOWN

- **Midtown Traffic Calming:** *Addition of 4 stop signs to improve pedestrian safety and slow down vehicular traffic. (City of OKC)*



COMMUNITY ENGAGEMENT

STAKEHOLDER COLLABORATION

- **Midtown Focus Groups:** *Retail and restaurant focus groups to guide marketing and events*
- **Business Alliance Meetings:** *Bi-monthly meeting for district stakeholders to gather and share information and ideas (Automobile Alley, Midtown, West Village)*
- **District Mixers:** *Social gatherings for district businesses to connect (Automobile Alley, Midtown, West Village)*

DISTRICT COMMITTEES

- **Automobile Alley:** *Chocolate Decadence, Better Broadway, Neon Sign Grants, Holiday Lights*
- **Bricktown:** *Marketing, Music Festival*
- **Midtown:** *Safety, Red Andrews Park*
- **West Village:** *Activation, Events, Creative Office*



COMMUNITY ENGAGEMENT



Looking Ahead: **2025 PRIORITIES**

- Strategic Outlooks
- Communication and Collaboration between boards (DOKC, BID, Districts)
- Future Growth Preparation



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
jennifer@downtownokc.com
405.235.3500

D
O
W
N
O
K
C