

2025

DOWNTOWN
OKLAHOMA CITY
YEAR IN
REVIEW

DOWNTOWN
→ 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

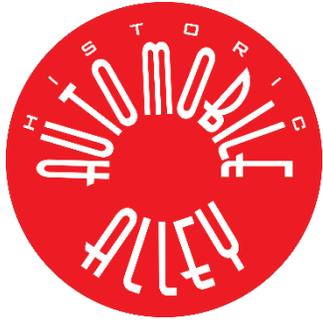
To manage, maintain and market the downtown BID area



Downtown OKC Initiatives 501(c)3

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

OUR DOWNTOWN DISTRICTS



DOWNTOWN OKC STAFF



**JENNIFER
NAKAYAMA**
President & CEO



**PHI
NGUYEN**
Chief Operating
Officer



**KRISTEN
VAILS**
Director of Place
Management



**DANIELLE
DODSON**
Director of Marketing
& Communications



**OLIVIA
BRANSCUM**
Development Events
Coordinator



**JAMES
BRISON**
Administrative
Coordinator



**MARIA
CECIL**
Accounting
Manager



**JENNIFER
COTE**
Marketing
Coordinator



**JAKAY
DOBBS**
Midtown
District Manager



**HOLLY
JAROLIM**
Automobile Alley
District Manager



**EVIN
LUTON**
Marketing
Coordinator



**KAREN
MEDINA**
West Village
District Coordinator



**STEPHANIE
PIERCE**
Street-level
Operations Manager



**GENE
SANDERS**
Part-time
Operations Assistant



HIRING
Bricktown
District Manager



HIRING
Director of District
Management

EVENTS & PROGRAMMING

WE PRODUCED EVENTS

- Brick-or-Treat
- Chocolate Decadence
- Dean A. McGee Awards
- Downtown Home Tour
- Downtown OKC Day
- Lights On Broadway
- Midtown Walkabout
- Oklahoma City Tree Lighting Festival
- Out West Music Fest
- Saints Santa Run
- Santa Paws
- West Village Fourth Fridays

WE SUPPORTED EVENTS

- APA Planning Conference
- Be the Light Ribbon Cutting
- Better Broadway Ribbon Cutting
- Bike to Work Day
- Champions Parade
- Loud City HQ – Community Coffee Chats
- NYE Party in the Park
- OKC Memorial Marathon
- OKC Thunder Playoffs
- Porche Car Show
- SSM Health Spirit Days
- Weekend of Local
- Women's College World Series



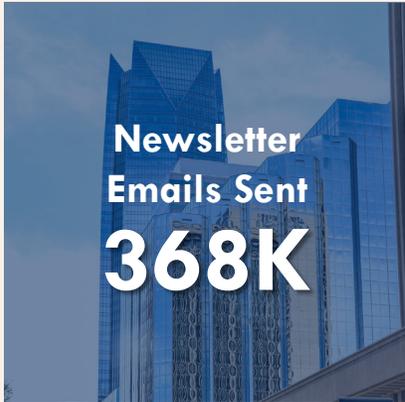
MARKETING

CAMPAIGNS

- 10 Buck Lunch Week
- Better Broadway
- Downtown in December
- Merry Midtown
- Spring Break in Bricktown
- Summertime Shopping Spree
- This Week in Midtown
- Thunder Playoffs
- What's Up Downtown

BLOGS & GUIDES

- Holiday Shopping Guides – Midtown & West Village
- Celebrate the Season in Bricktown
- Cheers to Bricktown: Happy Hours in Bricktown
- Cheers to Bricktown: The Official Happy Hour Guide of Bricktown
- The Official Live Music Blog of Bricktown
- The Official Live Music Guide of Bricktown
- Exploring Bricktown: A Family-Friendly Guide to OKC's Entertainment District
- Clara Luper and the Story Behind the Katz Drugstore Sit-ins
- A Complete Guide to Holiday Events
- Downtown OKC's Picture-Perfect Holiday Photo Ops 2025



Newsletter
Emails Sent
368K



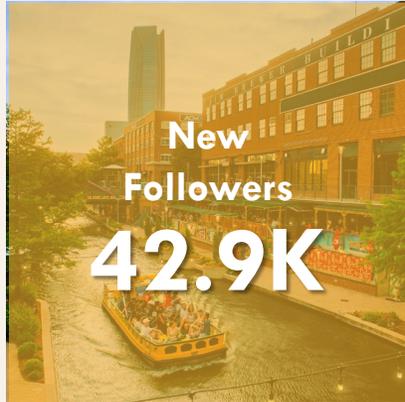
Social Media
Impressions
20.2M



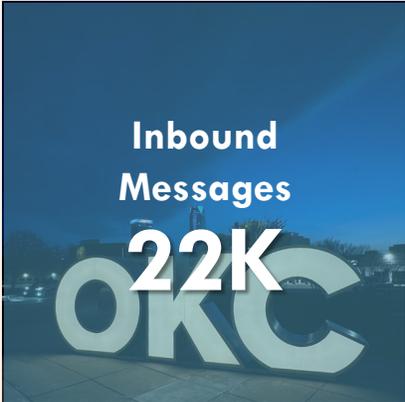
Social Media
Followers
575K



Social Media
Posts
8.8K



New
Followers
42.9K



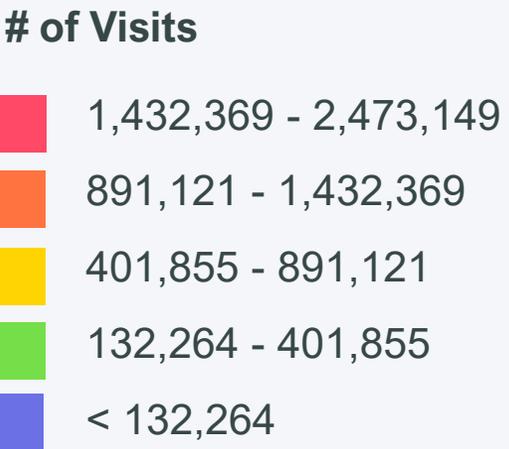
Inbound
Messages
22K



JANUARY 1 – DECEMBER 31, 2025

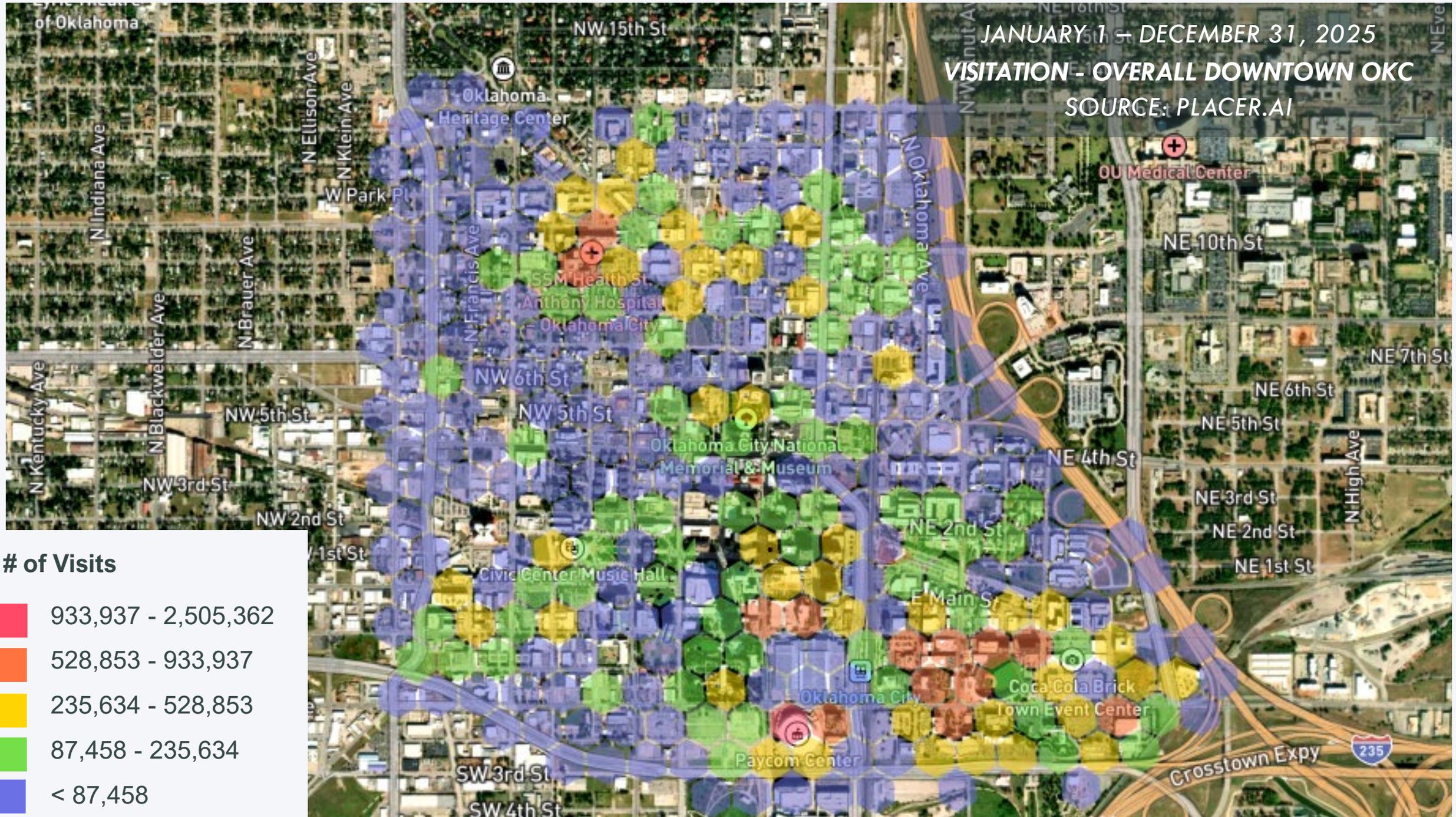
DOWNTOWN VISITATION

SOURCE: PLACER.AI



JANUARY 1 – DECEMBER 31, 2025
VISITATION - GREATER DOWNTOWN OKC
 SOURCE: PLACER.AI

JANUARY 1 – DECEMBER 31, 2025
VISITATION - OVERALL DOWNTOWN OKC
SOURCE: PLACER.AI



of Visits

- 933,937 - 2,505,362
- 528,853 - 933,937
- 235,634 - 528,853
- 87,458 - 235,634
- < 87,458

2025 DOWNTOWN DATA

SOURCE: PLACER.AI

VISITS DOWNTOWN		VISITORS BY DISTRICT					
VISITORS	4.9M	DISTRICT	VISITS	VISITORS	VISIT FREQUENCY	AVG DWELL TIME (min)	VISITS YEAR OVER YEAR
VISITS	24.8M	AUTOMOBILE ALLEY	2.9M	1.2M	2.4	91	6.20%
FREQUENCY	5	BRICKTOWN	8.2M	3.1M	2.6	184	-3.70%
AVG DWELL TIME	191min	CITY CENTER	9M	3M	3	188	0.90%
EXTENDED WORKFORCE	45.5K	DEEP DEUCE	947.7K	441.9K	2.1	185	4.6%
RESIDENTS <i>2023 Census Data</i>	8.2K	MIDTOWN	7.2M	1.9M	3.8	141	7.10%
AVG DAILY POPULATION	85.3K	WEST VILLAGE	2.4M	964K	2.5	120	-0.50%

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.

Note: The change from “Employees” to “Extended Workforce” reflects a broader, more accurate workforce metric that accounts for modern work patterns beyond traditional full-time, in-office employees. “Visitors” are people who neither live nor work downtown, and “Visits” count the number of days they came downtown, with one visit counted per person per day.

BEAUTIFICATION & PUBLIC SPACE

PUBLIC ART

- “Let’s Wrap Midtown” - Art wrapped traffic control boxes led by Midtown Renaissance
- “Be the Light “ - Led by OKC National Memorial

HOLIDAY LIGHT DISPLAYS

- Automobile Alley
- Bricktown Canal
- Midtown

GRANT OPPORTUNITIES

- Neon Sign Grant (Automobile Alley)
- First 16 feet Grant (West Village)
- Tree Grant (Midtown)
- Mural Match Grant (Downtown)

STREET FURNITURE

- Purple star benches (West Village)

TREES & LANDSCAPING

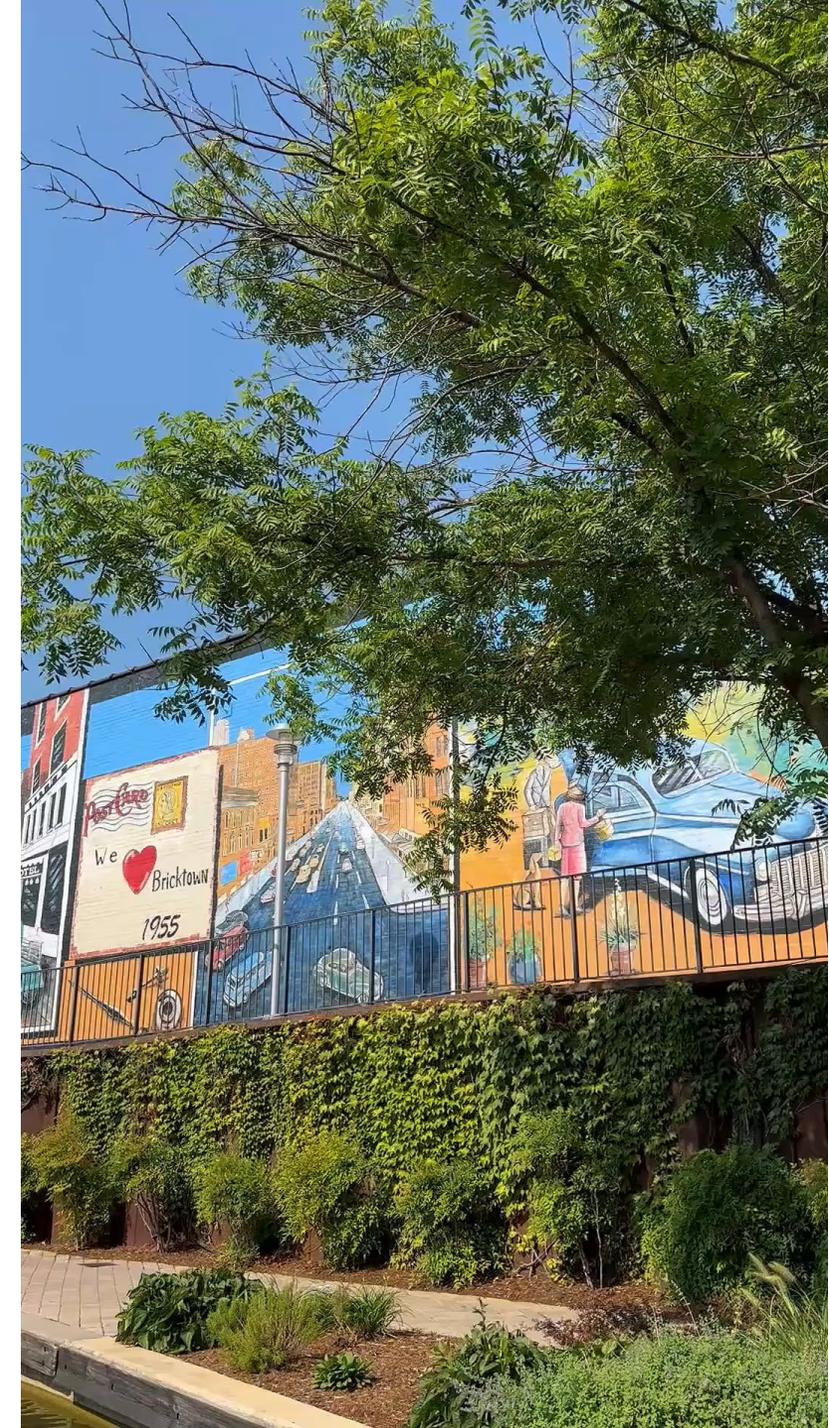
- Canal Landscaping
- Midtown Roundabouts
- Better Broadway - Added 50 trees
- Project 180
- Film Row Streetscape – Tree grate removal

UNDERGROUND

- Color Tube Guard Replacement
- Carpeting/vinyl baseboard replacements
- Wi-Fi enhancement

POLE BANNER & ID MARKER

- Replacement & repairs
- Amenity Poles (Automobile Alley)



STRATEGY & PLANNING

DOKC INITIATIVES STRATEGIC PLAN

A 3-5 year strategic plan was initiated to advance placemaking and public art across downtown OKC, strengthen governance and board diversity, and set realistic priorities through LA28.

BRICKTOWN MARKETING STRATEGY

Used research and stakeholder feedback to identify audiences and develop a marketing roadmap for 2-3 years. Completed summer 2025.

BRICKTOWN STREETS MASTER PLAN

Initiated district-wide streetscape study to guide long-term improvements aligned with the Downtown Master Plan and future City funding.

OKLAHOMA CITY DOWNTOWN STRATEGIC DEVELOPMENT MASTER PLAN

Downtown OKC Partnership actively engaged in Downtown Strategic Development Plan and EMBARK Transit Center Feasibility Study.



GREEN TEAM

CONTRACT RENEWED

5-year contract renewed with Block by Block allowing for strategic investment in new equipment to improve efficiency, asset management and special projects, and align with BID renewal in FY30.

SMART 2.0 SYSTEM TRACKING

Updated tracking to improve accountability, routing efficiency, and data-driven decisions



OPERATIONS SAFETY & SUPPORT

- **Lighting Maintenance:** Quarterly lighting audits and reported outages to improve visibility and safety
- **Asset Management Alignment:** Advanced planning to coordinate long-term maintenance of City-owned assets & infrastructure
- **P180 Tree Health Assessment:** All trees within the Project 180 streetscape footprint with replacement program to begin in Spring 2026
- **Graffiti & Blight Response:** Coordinated reporting and remediation with OKCPD and OKC Action Center
- **Public Space Stewardship:** BID overseeing minor maintenance for 6th Street Underpass (BNSF lease)
- **Rodent Control:** Expanded and sustained rodent control services
- **Cigarette Recycling Program:** Maintains and services more than 40 Terracycle units as part of the OKC Beautiful and Keep America Beautiful partnership
- **Midtown Public Safety Presence:** Funded additional off-duty officer patrols during high-traffic weekends
- **Bricktown Off-Duty Patrol:** Funded off-duty OKCPD patrol shifts during high-traffic weekends, focused on public engagement and business check-ins



HOMELESSNESS, SAFETY & SUPPORT

DOWNTOWN WORKER SUPPORT

- Launched "Homelessness, Safety & Support: Tools for Downtown Workers," a free resource opportunity for downtown employees.
- Best practices for interacting with the homeless/transient population

UPCOMING 2026 DATES

- Tuesday, February 17
- Wednesday, February 18



SCAN FOR
RESOURCES





COMMUNITY ENGAGEMENT

STAKEHOLDER COLLABORATION

- **District Meet-Ups:** Coordinate meetings for district stakeholders to gather and share information and ideas (Automobile Alley, Bricktown, Midtown, West Village)
- **District Mixers:** Social gatherings for district businesses to connect (Automobile Alley, Midtown, West Village)
- **Downtown Stakeholders, Joint Coordination:** Downtown OKC Partnership leads monthly stakeholder meetings with the City and key partners to cross-share updates on projects, programs, and downtown initiatives.



DISTRICT COMMITTEES

- **Automobile Alley:** Chocolate Decadence, Design, Holiday Lights, Financial Sustainability, Marketing
- **Bricktown:** Marketing, Music Festival
- **Midtown:** Safety, Red Andrews Park
- **West Village:** Activation, Events, Creative Office Sector



COMMUNITY PARTNERS



ADVOCACY & POLICY

DOWNTOWN-WIDE

- **Downtown Development Master Plan**
- **Downtown Transportation and Transit Center Studies**
- **Lighting Maintenance:** Conducted quarterly lighting audits and reported outages to improve visibility and safety.

AUTOMOBILE ALLEY

- **Better Broadway Streetscape:** Advocacy for street design, parking, trees, pedestrian access and mediation of business impacts.

BRICKTOWN

- **Streets Master Plan (Sheridan Ave):** Initiated district-wide streetscape study to guide long-term improvements aligned with the Downtown Master Plan and future City funding.
- **Sheridan Ave Advocacy:** Provided district input on City re-striping plans; ongoing discussions on re-striping, resurfacing, or enhanced streetscape solutions.
- **Food Truck Ordinance:** In conjunction with OKCPD, advocated for food truck restrictions for operations in Bricktown from 11 p.m. to 5 a.m. to reduce loitering and late-night altercations, with private properties exempted.
- **Pedestrian Safety:** Established Lime scooter no-ride zone on Wanda Jackson Alley.
- **Public Realm Enhancements:** Contributed feedback to MAPS4 Beautification at Reno gateway and served on selection committee for Cloud Embrace public art at Centennial Plaza.

MIDTOWN

- **Pedestrian Safety:** Secured an all-way stop at NW 8th & Hudson to slow traffic and improve walkability

Looking Ahead: **2026** **PRIORITIES**

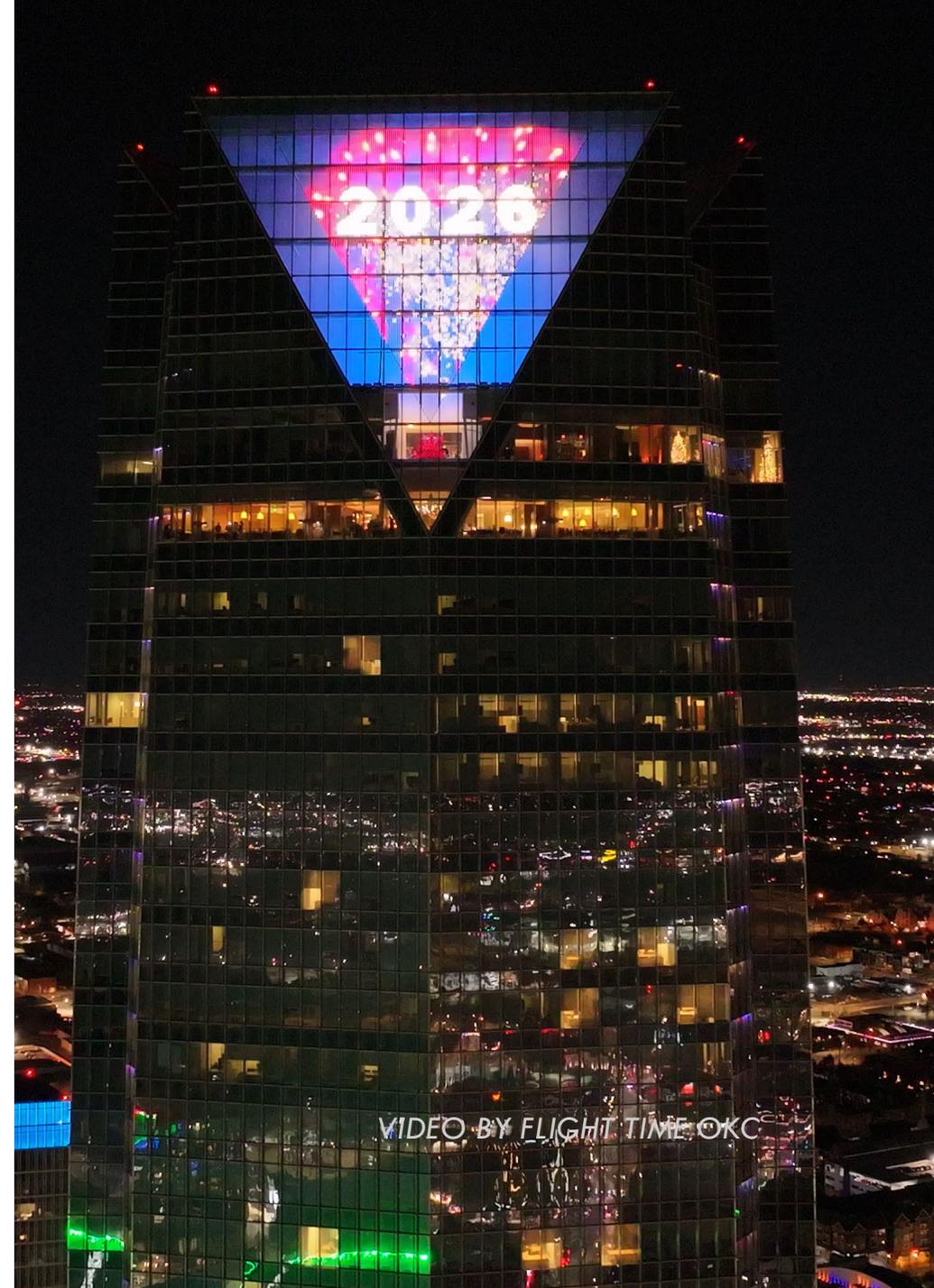
Board Governance & Operational Transparency

Master Planning with External Partners

Enhancements to Public Communication

Preparing for Future Advocacy

BID Renewal 2030, 4th Generation





CONTACT

D O W N
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For questions or comments,
please reach out to Downtown OKC Partnership.

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