

*DOWNTOWN  
OKLAHOMA CITY,  
INC.*

*2015 Year in Review*

# *Downtown Development*

- Added 318 hotel rooms
  - Added 417 residential units
  - Added/redeveloped 358,000 square feet of office, government, and education workspace
  - 12 new restaurants and bars
  - 8 new retailers and services
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# News



- Mentioned in Southern Living Magazine
- Contributed to article about Oklahoma City in Southwest Airlines Magazine
- Provided photos to ESPN for Christmas Day Thunder game
- Revisiting Bricktown article by Steve Lackmeyer
- Cultivation Mural on the Cover of Oklahoma Gazette

# Communications

## DOKC Twitter

39,200 followers (44% growth in one year)

## DOKC Facebook

13,515 page likes (34% growth in one year)

## DOKC Instagram

15,800 followers (168% growth in one year)

## DOKC newsletter

7,600 subscribers

## Downtown Development Twitter

3,253

## Bricktown

Twitter: 31,200

Facebook: 33,890

Instagram: 7,483

## Automobile Alley

Twitter: 7,988

Facebook: 2,316

Instagram: 3,281

## Midtown

Twitter: 7,067

Facebook: 2,239

Instagram: 11,800

## Film Row

Twitter: 6,978

Facebook: 4,398

Instagram: 2,380

## Deep Deuce

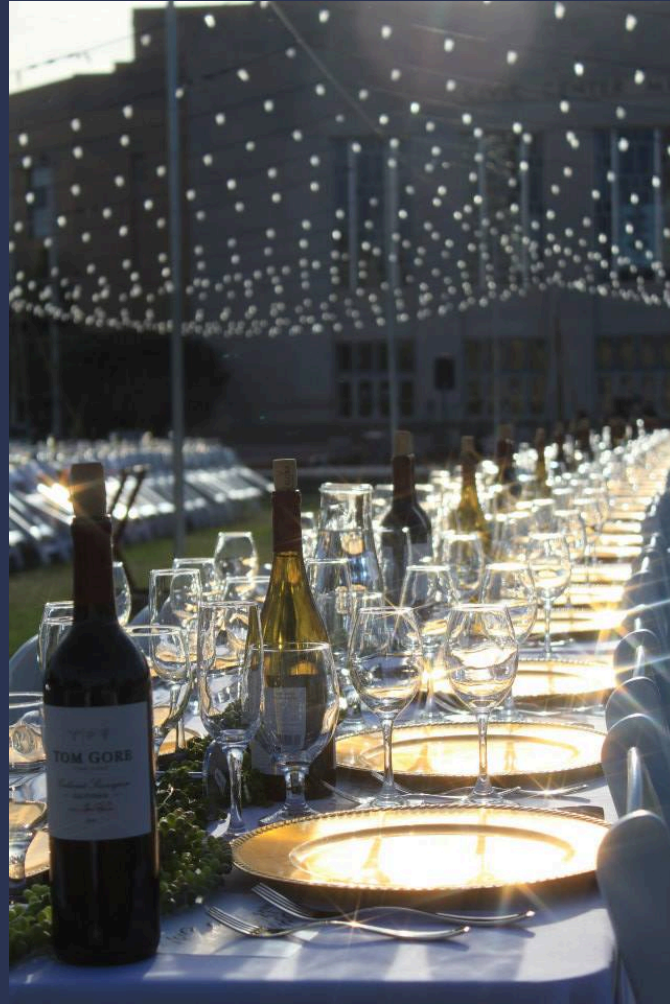
Twitter: 4,889

Facebook: 1,937

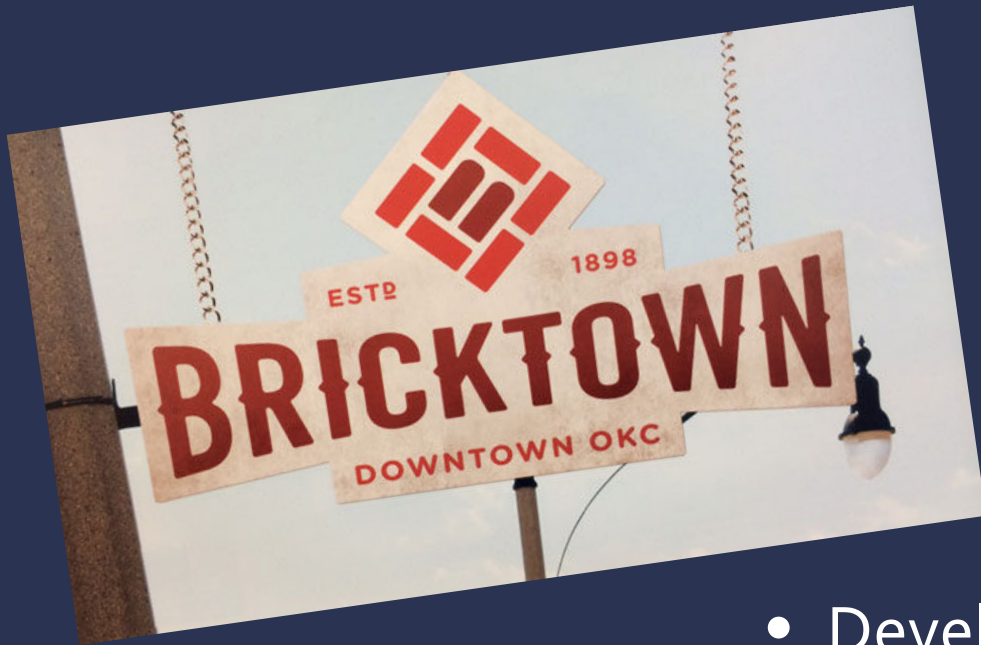
Instagram: 355

# Events

- DOKC produced 41 events
- More than 10,000 people attended Brick or Treat
- Starlight Supper raised more than \$10,000 for DOKC Initiatives
- Dog Day in December event in Midtown was a huge success



# *Marketing*




- Developed new Bricktown branding and logo
- Installed new Bricktown district ID markers
- Residents' Survey
- Board of Directors Survey
- Updated Auto Alley website redesign
- Started Midweek in Midtown promotion

# Operations

- Transferred all completed Project 180 packages to DOKC
- Worked with City to plant 4 new trees on Bricktown Canal
- Continued to work on Underground issues
- Added new landscaping materials to the Canal
- Bricktown TIF Improvements/Railing painted
- Installed 5 new Big Belly recycling bins
- Fixed 10-year old leak in Underground



# *Building Capacity*

- Successfully renewed the BID and added Midtown
  - Started Midtown Merchants Group
  - Started Deep Deuce Steering Committee and District Meetings
  - Continued Auto Alley Retailers Meetings
  - Renewed Boathouse District agreement
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# Advocacy



- Quiet Zone Promotion
- Hosted tours of downtown for ULI and Jacksonville, FL
- Advocated for Leading Pedestrian Intervals at Mickey Mantle and Reno in Bricktown
- Involvement in EMD discussion for Bricktown
- City Services and Special Events Permitting
- IQC Accessibility Study of Bricktown Canal

# *Community Relations*

- Launched Downtown Guides Program
- Sponsored more than 30 downtown events
- Gave expertise and loaned supplies to many other events
- Funded holiday wreaths at National Memorial
- Sponsored a LOYAL Action Project



# *Public Art*



- Launched 2<sup>nd</sup> Annual Artist Invitational
- Funded and organized Cultivation Mural
- Assisted with funding and promoting the Braid Mural
- Produced Secret Life of the City exhibit in the Underground
- Produced Equinox installation in the Underground

# Placemaking



- Arranged for/set up 8 parklets
- Installed 60 bike racks through ACOG Bike Grant
- Strung white lights over the canal
- Hosted Auto Alley Walking Tours

*We're looking forward  
to  
a great 2016!*

*As always, thank you for your support and  
confidence in our team and mission.*