

2026 Annual Report

TULSA DOWNTOWN PARTNERSHIP



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Dear Partners,

Since joining Downtown Tulsa Partnership in August 2026, I have met with residents, business owners, property owners, public officials, and community partners. Across all these conversations, I have heard about how much people care about Downtown Tulsa and believe in its future.

That optimism is reflected in the progress highlighted throughout this report.

Significant private investment, thoughtful planning, and public space improvements are creating a downtown that is connected, vibrant, and livable. From the Cathedral District Predevelopment Plan and new public art initiatives to Brush Arbor Grove Dog Park and the future transformation of the Center of the Universe, we are investing in the places that bring people together and strengthen Downtown's identity.

Just as important is the everyday work that shapes our Downtown experience. DTP's Ambassador Team works seven days a week cleaning streets, assisting visitors, enhancing safety, and connecting vulnerable individuals with services. Their dedication, combined with strong community partnerships, has contributed to significant improvements in perceptions of Downtown cleanliness and safety.

We also created opportunities for people to experience downtown through events like the 918 Day Festival, markets, promotions, and cultural programming. These efforts support local businesses while reinforcing that Downtown Tulsa is more than a destination. It's a neighborhood, a gathering place, and the heart of our city.

Thank you to our members, investors, partners, board, staff, ambassadors, and supporters for making this progress possible. Together, we are building on Downtown's momentum and creating a place where people want to live, work, invest, and connect for generations to come.

Kristina Scott



President & CEO
Downtown Tulsa Partnership

Urban Development

Downtown Tulsa's investment momentum continued over the past year, with the $25 million Beacon Building conversion adding 81 apartments and new ground-floor commercial space, and Cherokee Nation Businesses' $42 million acquisition of the Williams Center Complex positioning Downtown to welcome hundreds of new employees. The 2026 State of Downtown report identifies approximately $760 million in active and pipeline investment by the end of 2025, building on more than $2.3 billion invested since 2008.

Downtown Tulsa Partnership is helping translate that momentum into a more connected, livable Downtown. Through redevelopment planning, new neighborhood amenities and transformative public-space improvements, our urban development work pairs support for private investment with the infrastructure and places that sustain growth.



Cathedral District Predevelopment Plan
Completed in April 2026, the plan outlined how an area dominated by surface parking lots could become a better-connected node of Downtown with new housing, businesses and improved public spaces; helping to support expansion of the district's TIF to $225 million.



Brush Arbor Grove Dog Park
Groundbreaking in May 2026 launched the transformation of Legacy Park into Brush Arbor Grove, Downtown's second dog park. Funded by TIF and private investment, it will offer separate areas for large and small dogs, new landscaping, lighting, and year-round maintenance to support Downtown as a growing residential neighborhood.



Center of the Universe
With structural repairs complete, the Center of the Universe prepared for its $7 million redesign breaking ground November 2026. Public, private and philanthropic funding will renew this iconic gathering place and strengthen connections between the Tulsa Arts District and the heart of Downtown.



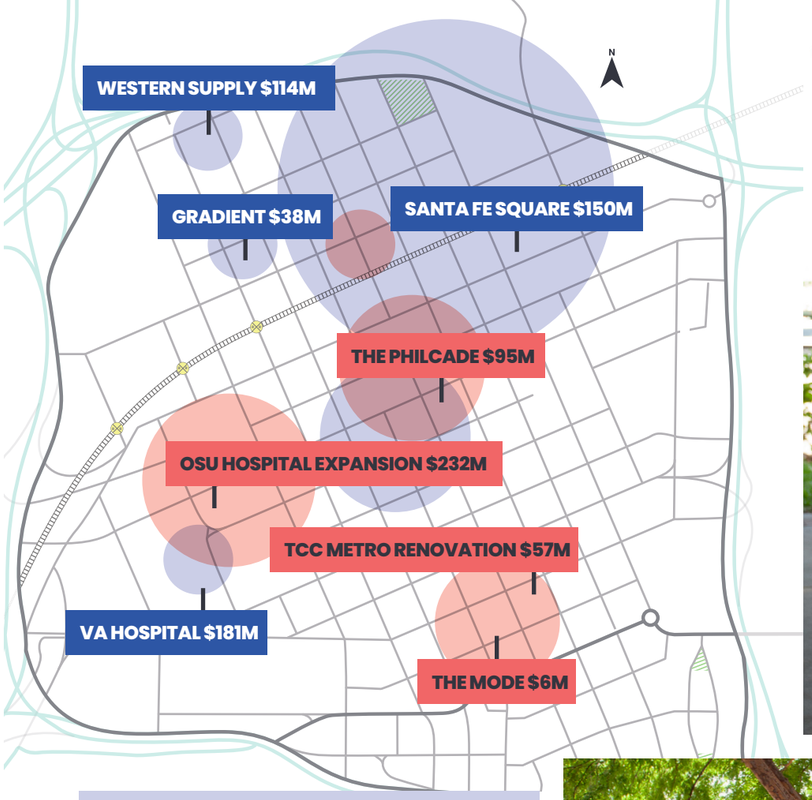
Wayfinding System Redesign
Design and community engagement wrapped up for Downtown's first major wayfinding update in 20 years. Inspired by the Tulsa flag, the bolder signs will highlight new destinations and introduce pedestrian-scale signage to help people explore Downtown on foot and by bike. Construction expected early 2027.

$2.3B
invested since 2008

2,600
new residences since 2008

$760M
in active public and private investment







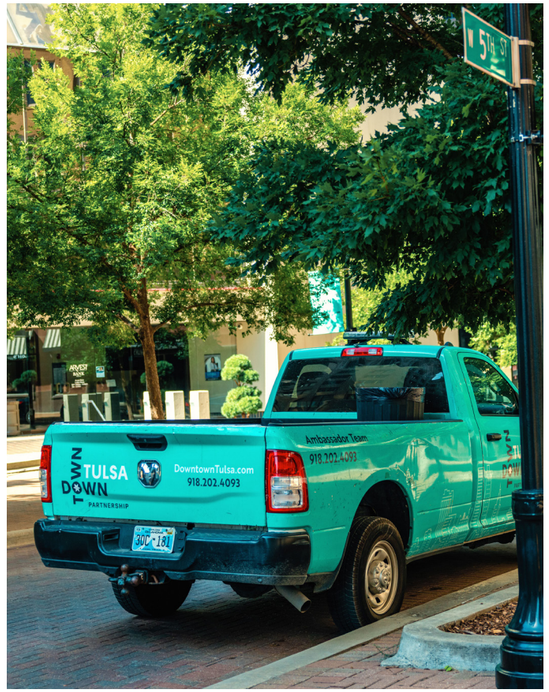
$893M
Recent Development (2022+)

$620+M
Major Development Pipeline (2026+)



Public Realm Management & Beautification

DTP cares for Downtown's lighting, landscaping and urban forest to create a safer, greener and more welcoming public realm. This work includes upgrading lighting for brightness and energy efficiency, replacing missing or damaged light poles, maintaining planters and gateway gardens, and planting and caring for trees. In collaboration with Up With Bees, DTP is also introducing native, pollinator-friendly plantings that support a healthier urban landscape.







LIGHTING

1,000+
light poles managed

83
lights upgraded to LED

342
lights maintained

9
light poles added

FORESTRY

2,200
trees maintained

233
tree maintenance visits

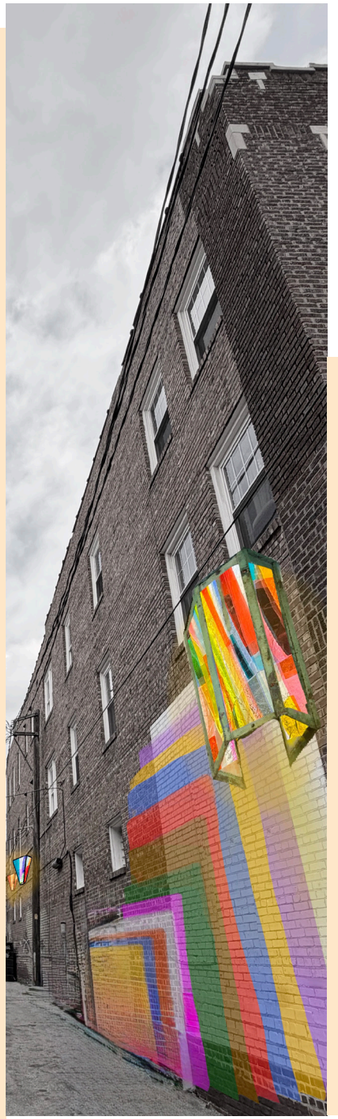
88
trees planted

LANDSCAPING

7
square miles of new plantings

164
planters and beds

6
gateway gardens



Public Art

Public art brings new energy to Downtown's streets, inviting people to explore and connect with places they might otherwise pass by. Downtown Tulsa Partnership is creatively combining private contributions with TIF funding for public-realm improvements to bring art into new and overlooked spaces, strengthening Downtown's identity and making creativity part of the daily experience.

PROJECTS

Echo Alley: Designed by Tulsa-based artist Rachel Hayes, this lit sculptural installation is set to install at the end of 2026 and will feature a series of illuminated stained glass "sconces" transforming an underutilized alley into a vibrant, inviting corridor.

E 4th Street Alley: A second alleyway activation intended to utilize lighting and art to improve safety and walkability secured funding and completed planning in Spring 2026. Attracting nearly 40 submissions from local and international artists, this second illuminated sculptural installation is set to complete in 2027.

Time is Love: A mural by local artist Ebony Iman Dallas was commissioned for the new Brush Arbor Grove Dog Park. The artwork celebrates the connections created through shared public spaces and adds a new artistic element to the park funded by the George Kaiser Family Foundation, Sharp Development, Living Arts of Tulsa, and Williams.

ArtWraps: Dynamic, graphic designs from five local artists introduced Route 66-inspired artwork to 15 utility boxes in time to celebrate the 2026 Centennial of the Mother Road. The effort was supported by a grant from Vision Arts Tulsa.



Clean & Safe Operational Services

The Ambassador Team works seven days a week to keep Downtown Tulsa clean, safe and welcoming. Through enhanced cleaning, beautification, hospitality and safety services, the team responds to the everyday needs of Downtown businesses, residents and visitors. Ambassadors also provide outreach and connections to community resources, working alongside local service organizations to support Downtown's most vulnerable populations.

> "I see ambassadors everyday cleaning and ensuring Tulsa remains beautiful"
> - Downtown Employee



CLEAN

375,870
pounds of trash collected

34
biohazard cleanups per week

3,287
graffiti incidents removed

1,931
scooters relocated

856
banners hung

3.8
weed clearings per block face

SAFETY

178
hospitality contacts per day

304
safety escorts

44%
of respondents to the 2026 Annual Survey reported that Downtown safety improved over the past year, up 14 points from last year and the highest score in five years.

OUTREACH

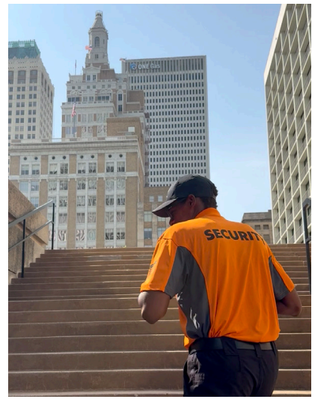
2,709
total outreach contacts

46 EMS
53 Fire
216 TPD

285
referred to services

381
outreach transportations







"I had a very positive interaction with DTP last winter when my car got stuck in the snow. Two men on a special vehicle with a snow scraper helped dig me out. They came to the rescue! Thank you!"
- Downtown Resident

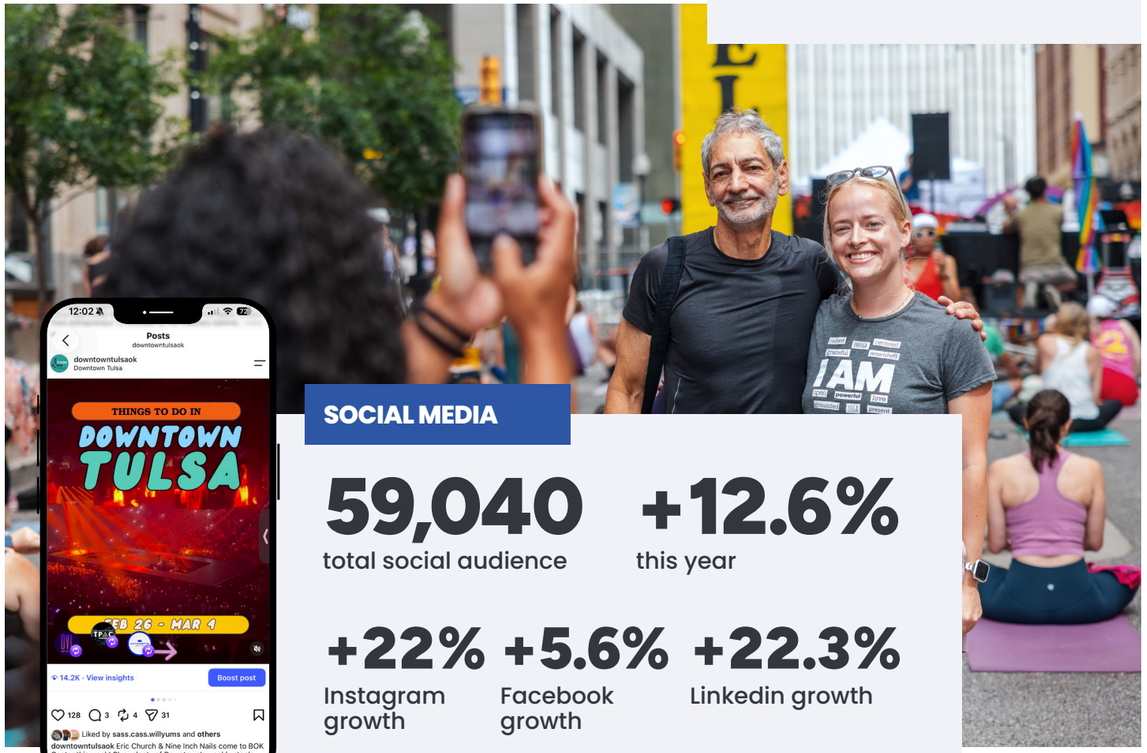
Marketing & Promotions

DTP works to be the hub for information about what's happening in Downtown Tulsa, connecting residents, visitors and businesses with events, experiences and opportunities. Weekly "Things to Do Downtown" roundups and newsletters highlight top events while providing a comprehensive list of happenings, from major attractions to small community events. DTP also keeps Downtown in the spotlight through local media partnerships, regular appearances on Channel 8's Living Oklahoma and Channel 6 live shows, and coverage across Tulsa's major media outlets.

NEWSLETTER

6,774
subscribers

+958
new subscribers



SOCIAL MEDIA

59,040
total social audience

+12.6%
this year

+22%
Instagram growth

+5.6%
Facebook growth

+22.3%
Linkedin growth



MEDIA

22.5M
estimated audience

506
media mentions

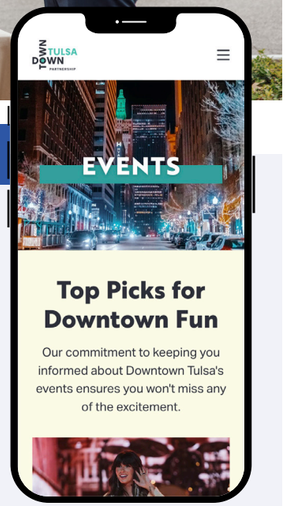
$101,661
publicity



WEBSITE

269k
website views

145k
users ~ 400 per day



The Events page is one of our most-visited pages.

Community Events

DTP created free, welcoming opportunities for Tulsans to experience Downtown through markets, festivals, fitness programs and community gatherings. From weekly markets and outdoor yoga to cultural celebrations and seasonal events, these activations bring people together, support local businesses and showcase Downtown as a fun, safe and inclusive place for everyone.

918 DAY FESTIVAL

A community-wide celebration of arts and culture

2,500+
attendees, our largest to date

75
vendors

9+
cultural performances





"My favorite part was performing for the community & the diversity."
- 2025 Main Stage Performer



MIDWEEK MARKET

A community urban market celebrating local food, home goods, art, and entertainment.

98
Unique Vendors

$518
SNAP food assistance

The Midweek Market moved to the new Santa Fe Square in the Blue Dome District in April 2026, in collaboration McNellie's Group.



DOWNTOWN DAYS OF WONDER

Holiday events and attractions across Downtown.

$80,000+
spent at 35+ small businesses during Shop Downtown

3
Pop-Up Downtown storefronts

17
small businesses invited to decorate for Window Wonderland







Gift Market at the Tulsa Christmas Parade sponsored by Communications Federal Credit Union



OTHER EVENTS

47
community events

- Annual Meeting
- Namastreet 2026
- Intern Appreciation Day
- 5 Ribbon Cuttings

People & Partnerships

DTP MEMBERS

Visionary

BOK Financial
Helmerich & Payne
McNellie's Group
ONEOK
Williams

Champion

BAM Properties
Cherokee Nation Businesses
Equity Insurance
Nabholz
Oak View Group
Tulsa Community College

Leader

AEP/PSO
American Waste Control
Communication Federal Credit Union
Flintco
TGI Promo
Tinker Credit Federal Union
Trinity Episcopal Church

Advocate

Beck Design
Celebrity Attractions
Community Care of Oklahoma
Crowe & Dunlevy
Elote Café & Catering
Hall Estill
Hyatt Regency Tulsa Downtown
Incline Productions Inc
GableGotwals
Griffin Media
Phillips Theological Seminary
Premium Parking
Promise Hotels
Topeca Coffee
Tulsa Drillers
Vast Bank

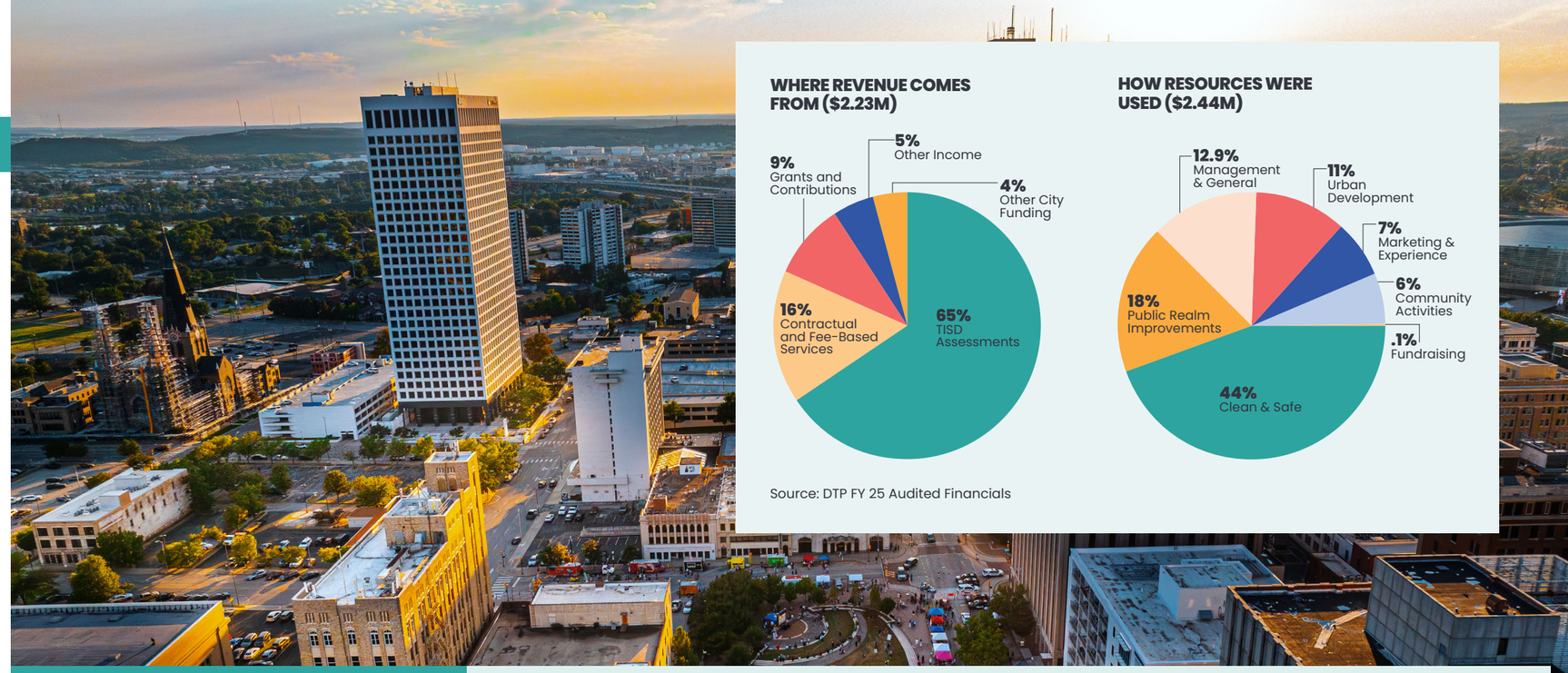
Supporter

Atlas Property Management
Boston Avenue United Methodist Church
Narrate Design
NEEK Films
Poppi's Spa + Lounge
Tulsa City-County Library
Tulsa Regional Chamber
Updog Yoga

FUNDERS

Thank you to the following individuals and organizations who supported DTP through grants, contracts, and contributions:

Anne and Henry Zarrow Foundation
Ascension St. John
BOK Financial
City of Tulsa
City of Tulsa Vision Arts Program
DeAnn Johnson
George Kaiser Family Foundation
Living Arts Tulsa
Sharp Development
Tulsa Area United Way
Tulsa Authority for Economic Opportunity
Williams



WHERE REVENUE COMES FROM ($2.23M)

HOW RESOURCES WERE USED ($2.44M)

Source: DTP FY 25 Audited Financials

STAFF

Kristina Scott,
President & CEO

Debra Edwards,
Office & Finance Administrator

Daniel Jackson,
Communications & Engagement Coordinator

Jamie Pierson,
Public Realm & Placemaking Manager

Emily Scott,
Vice President, Urban Development

Cassie Williams,
Communications & Marketing Manager

Branden Woods,
Clean & Safe Operations Manager

DTP BOARD

Chair: John Gaberino, Topeca Coffee
Vice-Chair: DeAnn Johnson, Williams
Treasurer: Jen Alden, Tulsa PAC Trust
Secretary: Rodrigo Rojas, PSO
Terry Ball, Mayor's Designee*
Laura Bellis, City of Tulsa District 4 Councilor*
Libby Billings, Elote Café & Catering, The Vault
Tom Biolchini, Vast Bank
Chris Bumgarner, Boston Avenue Management
Josh Chesney, Cyntergy
Brian Elliott, Sharp Development*
Sam Farris, BOK Financial
Vanessa Hall-Harper, City of Tulsa District 1 Councilor*
Tony Lenox, ONE Gas
Elliot Nelson, McNellie's Group
Pete Patel, Promise Hotels
Burlinda Radney, Historic Greenwood District Main Street*
Lonnie Sims, Tulsa County District 2 Commissioner*
Kristina Scott, Downtown Tulsa Partnership*
Mark Vancuren, Tulsa County District 2 Chief Deputy Commissioner*
Sean Weins, Tulsa Community College
TJ Woodberry, Poppi's Spa + Lounge, Silk Salon, Lotus Spa

*Ex-officio

TULSA DOWNTOWN PARTNERSHIP

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