



2022 ANNUAL REPORT

**Downtown Tulsa: Center of Culture,
Commerce & Community**





Dear Downtown Partners:

Three years ago, Downtown business owners, property owners, and civic leaders were finalizing the strategic plan that called for the creation of a standalone not-for-profit management organization to implement needed services and planning efforts for our 1.5 square mile Downtown district. The final vision established in that plan represents the idea that Downtown Tulsa is everyone’s neighborhood—that it’s our region’s backyard and the center of culture, commerce, and community.

Over the last two years since the incorporation of Downtown Tulsa Partnership, our Board and Staff have been working toward this vision by creating and implementing services and programs that support five strategic goals:

- 1 Ensure Downtown is consistently clean, safe, and appealing
- 2 Foster a prosperous Downtown through investments and resources that seek to benefit all Tulsans
- 3 Activate Downtown through programs and experiences that engage Tulsa’s diverse community
- 4 Enhance physical connections throughout Downtown and to adjacent neighborhoods
- 5 Champion Downtown locally and throughout the region as everyone’s neighborhood

This Annual Report looks back at the work undertaken last fiscal year (July 2022 through June 2023) across DTP’s program areas. As we reflect on the accomplishments and achievements of the past year, we also look to the future with new programs and services that recognize and address the growing needs of an evolving neighborhood.

Our progress and achievements reflect the united spirit of Downtown Tulsa’s partners and advocates, and we extend our gratitude to all of you who have contributed to this shared success. We invite you to join the collective action toward a prosperous, vibrant, and inclusive district that is our region’s center of commerce, culture, and community.



Brian Kurtz
President & CEO



Chris Bumgarner
Immediate Past Board Chair



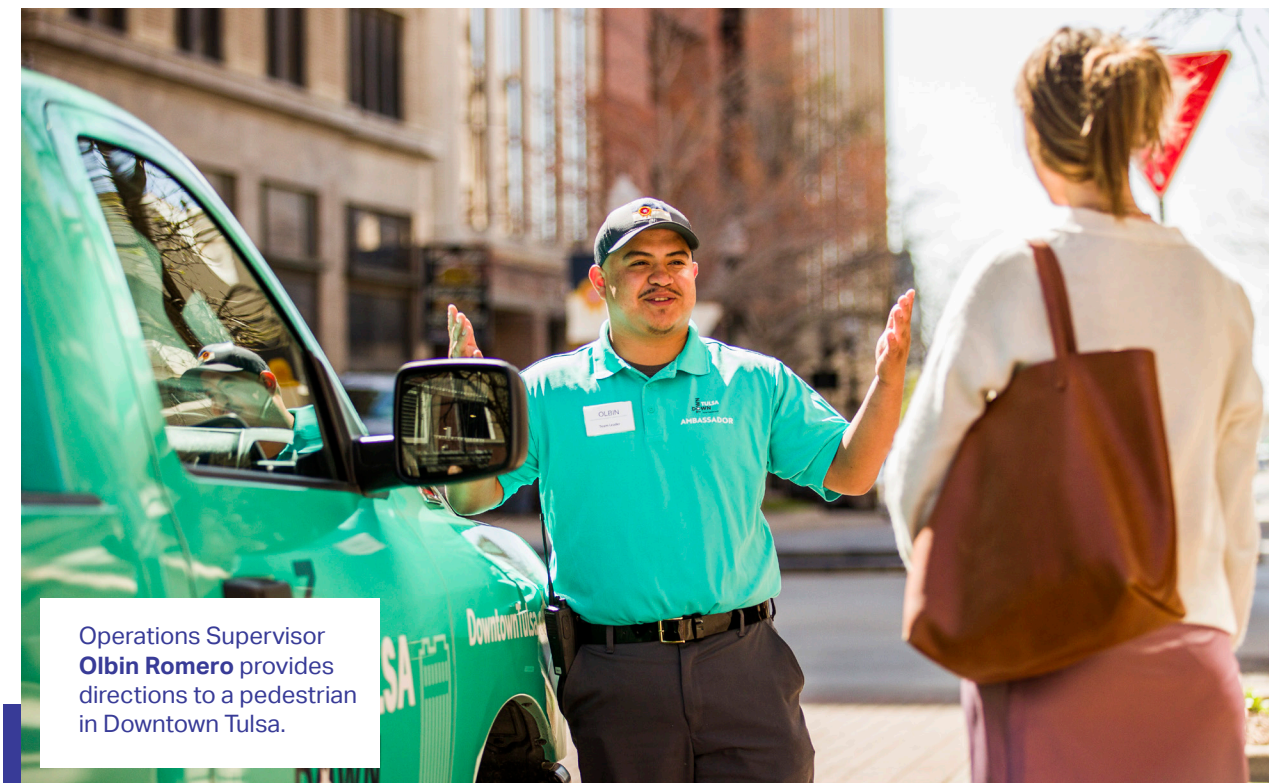
Elliot Nelson
Board Chair

CLEAN & SAFE OPERATIONS

Last year, 14 diligent members of our Downtown Ambassador Team worked in the public realm each day to enhance the appearance and safety of Downtown Tulsa streets, sidewalks, and public spaces, and provide helpful information to Downtown visitors, residents, and workers. They showed up in rain and snow, and in temperatures below freezing and above 100 degrees, to create a vibrant and inviting environment for our Downtown community.

Our Hospitality & Safety Ambassadors provide Downtown directions, information, safety escorts, and checks, and provide extra eyes and ears on our streets to observe and report concerns or issues to authorities. Our Cleaning & Maintenance Ambassadors contribute to the beautification of Downtown by removing trash, litter, graffiti, and stickers, as well as performing pressure washing. Additionally, our Ambassador team partners with the Tulsa Police Department to host quarterly public safety forums to engage with stakeholders and foster a collaborative approach to address pressing issues.

“They are working hard to clean up (literally and figuratively), and we appreciate having them on our side. I know that if myself or my team need anything, Leola and her team are just a phone call away.”
— Stephanie



Operations Supervisor **Olbin Romero** provides directions to a pedestrian in Downtown Tulsa.



“What you all have accomplished is massive. I don’t think people realize it, but I do. I love your team.”
— Heather

In FY22–23, Hospitality & Safety Ambassadors:

INTERACTED WITH

12,650+

individuals through hospitality contacts



212

businesses each month by providing proactive business contacts and critical information

ASSISTED

85

motorists and bicyclists with battery and tire issues



PROVIDED

366

escorts to vehicles, residences, and places of employment



PROVIDED NEARLY

9,807

welfare checks resulting in hundreds of referrals to Housing Solutions’ outreach team and other service providers for people experiencing homelessness

In FY22–23, Cleaning & Maintenance Ambassadors:

REMOVED

230+ TONS

of trash from Downtown sidewalks, streets, and alleyways—equivalent to the weight of more than 10.5 Golden Drillers



x 10.5!

2,552

biohazards from Downtown rights-of-way



3,000+

graffiti tags and stickers from fixtures and facades in rights-of-way



Snow and ice from bridge sidewalks and at major intersections

COLLECTED

7.5 TONS

of debris with the All-Terrain Litter Vacuum along Downtown curb lines, bike lanes, and sidewalks

WATERED

100+

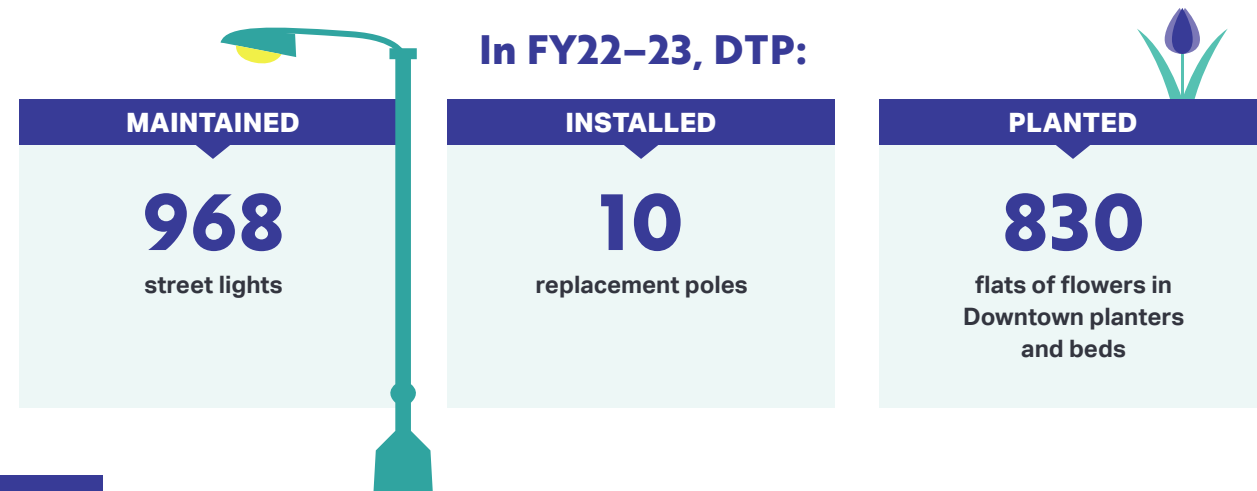
planters and flower beds regularly to keep vegetation thriving



“Special thanks to Olbin and Luis for helping dispose of a nuisance couch abandoned in an alley today!” — JJ



Our work in the public realm isn't limited to the Ambassador Team. Through our services agreement with the City of Tulsa, DTP also manages parts of the decorative streetlight system throughout Downtown.



Our public realm efforts were supported by **25 Williams employees** who joined our Ambassadors on National Volunteer Day to paint 2,400 linear feet of railings along the Cincinnati Bridge.



"While cleaning in the park, two Ambassadors called the police for me and stood by after a break-in at my apartment. I'm so grateful for their time and consideration to make sure everybody was safe." — Tori

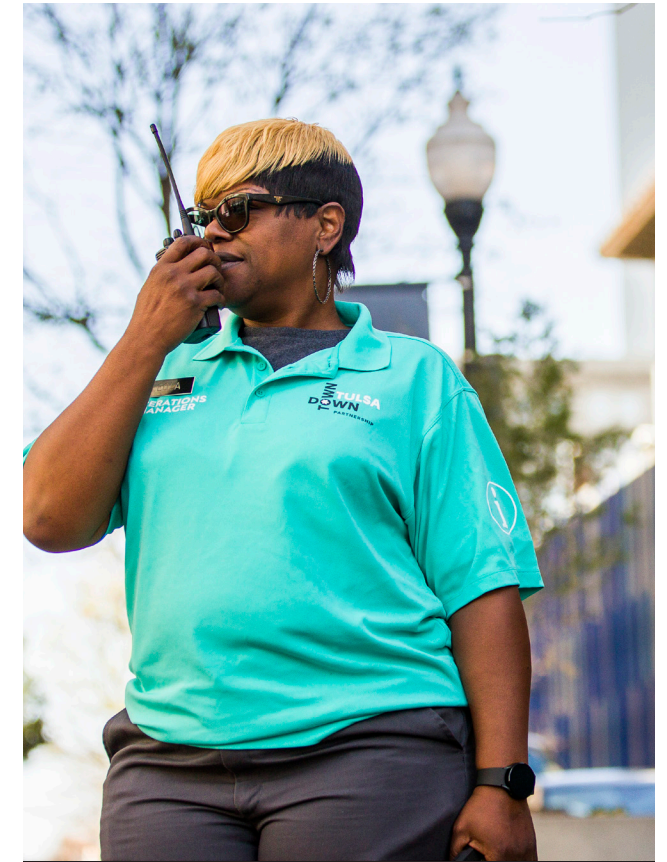
"It doesn't matter where we go, we see Dominique everywhere! He is such a great Ambassador that we wanted you to know. Thank you for this city service, and thank you for Dominique." — Jackie and Mark

HIGHLIGHTS

27K HOURS

of labor performed by Ambassadors in FY22-23

"Wally was more than willing to clean up some exposed needles that we found on the ground. He was very professional, safe, and when we told him about it, he got right on it." — Justin



WHAT'S NEXT

★ OUTREACH

DTP is adding an Outreach Coordinator to its Ambassador Team in a pilot program funded by Ascension St. John. The Outreach Coordinator will work more directly with individuals who are experiencing homelessness and mental health crises in coordination with other members of A Way Home for Tulsa.

★ VOLUNTEERS

DTP will expand our volunteer program to supplement the work of our operations teams and to create a stronger sense of collective community impact in our neighborhood. **Be part of keeping Downtown looking good by volunteering with us!**



★ TRASH RECEPTACLES

Following an assessment of street assets, furniture, and litter hotspots, DTP will deploy additional trash receptacles in areas of high pedestrian traffic and trash throughout Downtown.

★ MAINTENANCE SYSTEM

Focusing on continuous improvement, DTP will implement a new maintenance tracking system that merges our Ambassador Team operations with our other public realm responsibilities and contractors.

PLANNING & VITALITY

DTP's Planning & Vitality work centers on the notion that quality physical spaces create great places and leads the organizational efforts in urban planning, public realm improvement, economic development, and revitalization. This Annual Report marks the first year having a dedicated staffed division focused on establishing systems and programs aimed at nurturing a thriving, engaging, and dynamic Downtown landscape.

The Planning & Vitality team leads initiatives through data-driven decision-making and by maintaining a stakeholder-centered approach. By harnessing the power of data, we gain valuable insights into Downtown's greatest opportunities and challenges. Community perspectives and input from residents, businesses, and visitors are at the forefront of our work, leading to solutions that are reflective of the needs and aspirations of those DTP serves.

The efforts undertaken over the last year will continue and evolve, including monthly updates to a Downtown data dashboard, the pursuit of a redesign effort for a primary North-South corridor in Downtown, a refreshed outlook for public and private investment over the next 10 years, and facilitating programs that meet the needs of our growing entrepreneurship community, both new and aspiring, in Downtown.

COTU Conceptual Feasibility Study

DTP led the creation of this detailed document outlining the proposed design concepts for the Center of the Universe Plaza and Bridge Redesign. It presented various artistic elements, urban green spaces, and interactive installations that would make the area more inviting and dynamic. This project holds immense potential for revitalizing an essential landmark in Downtown Tulsa, fostering renewed interest and appreciation for the city's unique urban spaces. Over 1,000 Tulsans participated in the planning process, sharing personal stories about the landmark—from engagements to weddings to first-time "I love yous."



A conceptual design from MKSK Studios shows the **Center of the Universe** pedestrian bridge looking south.

Entrepreneurs **Lisa Jae** and **TaNesha Rushing** participated in the Holiday Pop-Up Program. Their businesses continue to operate in the historic Philtower Building.



Holiday Pop-Up Shop Pilot



DTP's commitment to supporting the local business community was further exemplified through the successful implementation of a pilot Pop-Up Shop Program over the holiday season. This program provided vital support to 11 emerging entrepreneurs that popped up in seven vacant ground floor retail locations, encouraging economic growth and fostering a thriving entrepreneurial ecosystem within Downtown Tulsa. The program gained a 2023 International Downtown Association Achievement Award under the category Economic Development.

HIGHLIGHTS

11

Local entrepreneurs supported:
 ▶ 72% BIPOC
 ▶ 72% female

\$5,600

in direct grants for business support

\$27K+

in sales revenue for participating businesses

Spatial Inventory

In pursuit of a well-maintained and visually appealing Downtown, DTP developed a comprehensive spatial inventory of all 2,500+ public assets within the right-of-way. This inventory includes essential elements such as lighting, signage, trash cans, and other public realm amenities. This initiative aims to streamline maintenance efforts, ensuring prompt addressing of issues and efficient management of Downtown's infrastructure.



Inaugural State of Downtown

DTP developed this comprehensive document to offer an insightful overview of the current state of affairs in Downtown Tulsa, highlighting key developments, progress, and upcoming initiatives. The report provides a deep dive on indicators of economic strength, including retail and office vacancies, rents and lease rates, and insight into the demographics of a changing and growing Downtown neighborhood. The report is generated by tracking and analyzing data from various sources as well as leading local data collection on indicators not tracked by any other organization in Tulsa, such as real-time residential rental rates. The State of Downtown will be published annually and made widely available to all Downtown stakeholders to foster transparency and ensure the community understands our district's performance.

HIGHLIGHTS

DTP has tracked **\$1.5B** in Downtown investment since 2008

39 new businesses opened Downtown since 2019

Downtown has added more than **400,000 square feet** of new office space since 2019

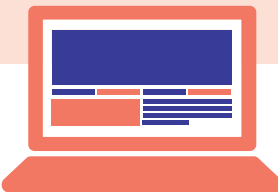


Real-Time Data Dashboard

This real-time data enables DTP to identify emerging trends, assess the impact of various initiatives, and make data-driven decisions that directly influence economic growth and development. The availability of timely data on foot-traffic allows DTP to understand visitor patterns, identifying peak periods and popular areas within Downtown. Armed with this knowledge, DTP can strategically plan events, promotions, and marketing campaigns to optimize foot traffic and increase economic activity for local businesses.

HIGHLIGHTS


1.9M Annual visitors



FY23 Employee return to work rate: **72%**

FY23 Domestic tourism recovery rate: **101%**

Visit at: DowntownTulsa.com/Dashboard



Denver Avenue Streetscaping Grant

DTP received a commendable endorsement in the form of a Federal Transportation Alternatives Program grant. This grant will significantly advance walkable, safe, and connected transportation solutions along Denver Avenue within the Arena District. The grant will fund the design process and construction planning of Denver Avenue Corridor from 1st to 12th streets over the next fiscal year, contributing to a more pedestrian-friendly, multi-modal, and accessible urban environment in one of Downtown's fastest-growing districts.

HIGHLIGHTS

\$622K+ in federal funds awarded



125K+ Visits to the Denver Avenue Corridor in FY23

1.3M Visits to the Arena District in FY23





WHAT'S NEXT

★ REVITALIZATION

DTP will work closely with the City of Tulsa Parks, Culture & Recreation Department on revitalization and a more active utilization of Chapman Green at 6th & Boston—a 2-acre green space located in the heart of Downtown. These efforts will encourage more active daily use of the lawn, a cleaner option for Downtown pet owners to use for pet recreation, and a more comfortable and enjoyable park space for Downtown employees, residents, and visitors.

★ STRATEGIC PLANNING

DTP will work throughout FY24 on the completion of a Downtown Strategic Investment Plan (DSIP) to update the projects and redevelopment direction from the 13-year-old Downtown Area Master Plan (2010). This Plan will help guide future public and private investment throughout Downtown while setting priorities on how to meet Downtown's greatest challenges, including boosting affordable housing, inclusive economic development, and enhanced safety.

★ POP-UP SHOP PROGRAM

After a successful holiday pilot in FY23, DTP is facilitating two pop-up shop programs in FY24 with a refreshed program branding of "Pop-Up Downtown." The popular holiday program will return, as well as a Spring 2024 program in partnership with local minority and non-traditional entrepreneurship training and accelerator organizations with emphasis on supporting BIPOC entrepreneurs with the help of The Commemoration Fund.



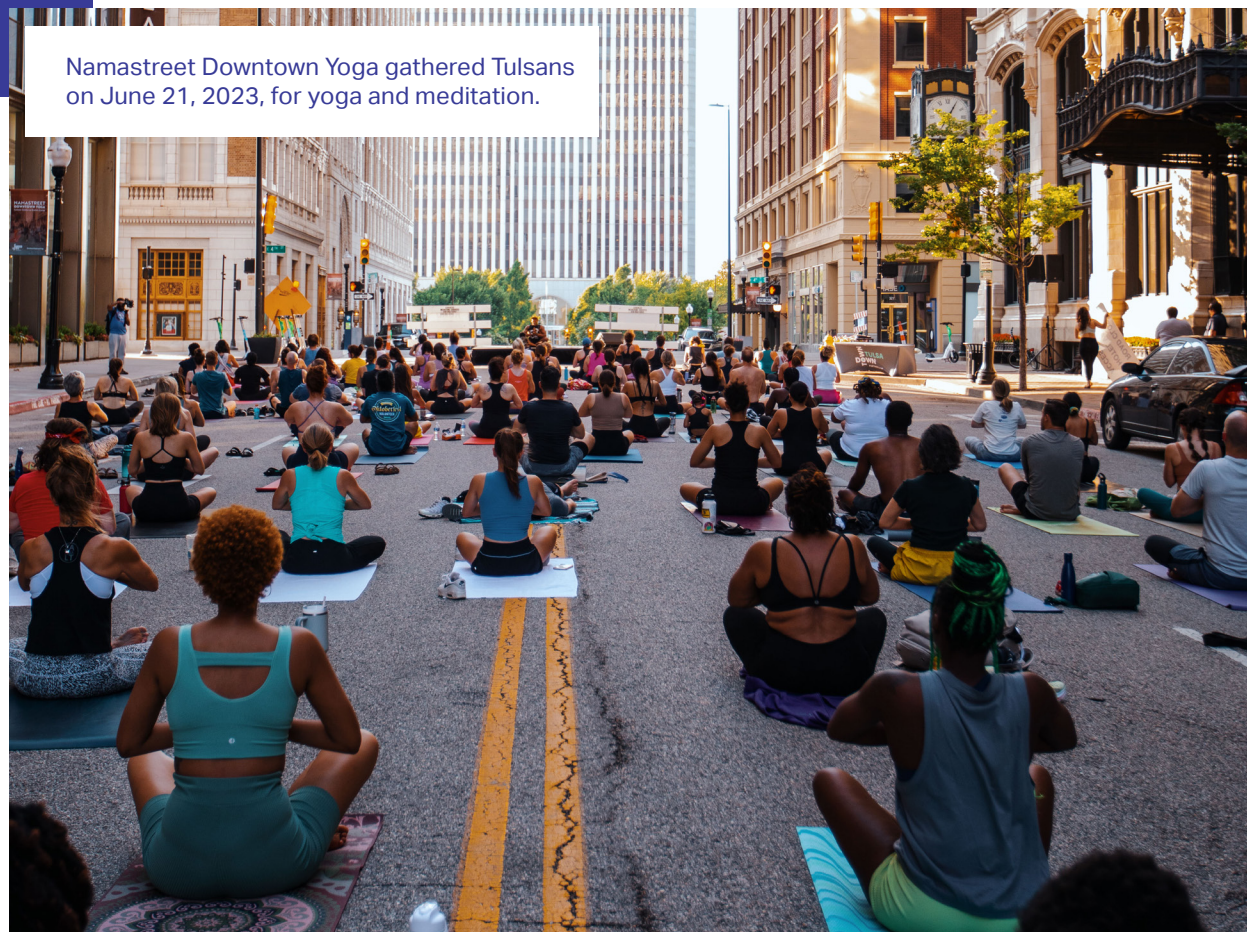
MARKETING & EXPERIENCE

DTP's place enhancement strategy centers on serving Downtown business owners, residents, workers, and visitors by creating experiences that can't be found anywhere else. From a psychedelic holiday tree to yoga in the streets, the unique activations and events executed last year were just that.

The Marketing & Experience team supported Downtown businesses' events and initiatives on a weekly basis through DTP's In the Loop newsletter and our social media channels, as well as through more comprehensive outreach in collaboration with Downtown partners. For example, DTP led communication and facilitated meetings among Downtown restaurants and bars and Tulsa Regional Tourism in advance of the NCAA Division I Wrestling Championships in March 2023 to ensure operators were prepared for the anticipated massive crowds.

Content creation is a core component of establishing DTP as the source for "all things Downtown." From developing and sharing weekly blogs with curated Downtown experiences to communicating with stakeholders about Downtown storm response following a Father's Day 2023 weather event, DTP continues to share the important stories of the people and places that make Downtown Tulsa so special.

Namastreet Downtown Yoga gathered Tulsans on June 21, 2023, for yoga and meditation.



The teams of DTP and PartnerTulsa with their Downtown Achievement Award of Excellence under "The Majestic" mural

Namastreet Downtown Yoga

DTP resurrected the Boston Avenue yoga event to celebrate the Summer Solstice and International Yoga Day on June 21, 2023. More than 100 attendees met on Boston Avenue between 4th and 5th Streets to enjoy tunes from DJ SUPERP, along with light food options from Downtown restaurants Frios Gourmet Pops and Inheritance Juicery. Local instructor Claire Ballew led a 55-minute vinyasa yoga class, followed by an extended shavasana meditation led by Marlon Hall.

International Recognition

DTP and PartnerTulsa received a 2022 Downtown Achievement Award of Excellence from the International Downtown Association at its international conference in Vancouver, British Columbia. The award was earned for "The Majestic" mural, which spans 15,000 square feet on the Main Park Plaza parking garage at 410 S. Main Street. The Award of Excellence acknowledges an excellent response to an urban place management challenge and application of industry knowledge. Additionally, IDA recognized Tulsa County Commissioner Karen Keith with the 2022 IDA Inspired Leader Award. This award honors those who have shown clear achievements in recent years in addressing a broad range of issues impacting how people live, work, and play in downtowns and city centers.



Shop Local Efforts

On Small Business Saturday 2022, DTP launched its Holiday Pop-Up Shop Program by giving away reusable shopping bags and filling the air with holiday music from local carolers. A few months later, DTP hosted a Valentine's Day shopping experience on February 13, 2023, at Williams Green at 3rd & Boston, partnering with Downtown candy shop Kilwins and mobile florist Gas Petal Flower Truck in collaboration with property owner PartnerTulsa.



DowntownTulsa.com

DTP launched a new and improved [DowntownTulsa.com](https://www.downtowntulsa.com) in August 2022. The new site provides a comprehensive directory of Downtown restaurants, bars, shops, entertainment venues, banks, and various public services within Downtown. DTP has partnered with Root Tulsa to share events and activities taking place in Downtown from the DTP homepage.



Curbside Haiku

DTP debuted Curbside Haiku, a temporary public art initiative, in July 2022 and again in March 2023, resulting in 35 and 105 poetry entries from the public, respectively. In partnership with Magic City Books and the Woody Guthrie Center, 10 winning poems were selected, and DTP commissioned Tulsa artists to design a backdrop for the poetry. The artists' work and the 10 winning poems were featured on more than 100 art boards placed in tree and planter beds throughout Downtown Tulsa, where they remained for 30–45 days. In March 2023, the winning Spring poets were recognized at a poetry event at Woody Guthrie Center.

Main Street Activations

To celebrate its first year of operations, DTP hosted local musicians for a midday music series on three consecutive Tuesdays in July 2022 at Bartlett Square (5th & Main). Seating with umbrellas and misters were provided as a reprieve from the heat for dozens of Downtown workers who enjoyed the live music on their lunch hour. For the 2022 Winter holiday season, DTP engaged a local developer to create Tulsa's first augmented reality holiday tree, accessible through a QR code on giant, brightly colored holiday gift boxes at the corner of the intersection.

Downtown Days of Wonder

DTP launched [DowntownDaysOfWonder.com](https://www.downtowndaysofwonder.com), a comprehensive resource for events and activities in Downtown during the 2022 Winter holiday season. The website and brand campaign connected Downtown's most popular anchor events such as Arvest Winterfest with small business events and promotions. Additionally, DTP activated Downtown Tulsa with holiday décor, including tree lighting in Chapman Green and along Main Street and Boston Avenue in the Deco District.



In FY22–23, DTP saw:

HIGHLIGHTS

4,497

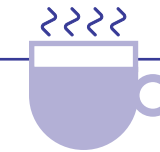
New followers across DTP social media platforms

800%

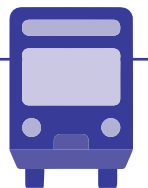
Average increase in engagement across all platforms

Nearly \$280K

in earned media value through press coverage of DTP programs and initiatives



WHAT'S NEXT



★ HOLIDAY CAMPAIGN

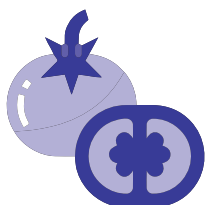
In collaboration with Downtown partners, DTP will kick off the 2023 Downtown Days of Wonder holiday campaign with a press event November 2, 2023, followed by a series of Downtown Lights On events to include Arvest Winterfest, Guthrie Green, Chapman Green, and more.

★ SHUTTLE LOOP

DTP is bringing back a free Downtown shuttle loop from 6–10 PM on First Fridays this fall. The shuttle will transform into the Downtown Jingle Bus, offering free shuttle service on Thursday and Friday evenings, all-day Saturday, and Sunday afternoons from November 25, 2023–January 7, 2024.

★ MIDWEEK MARKET

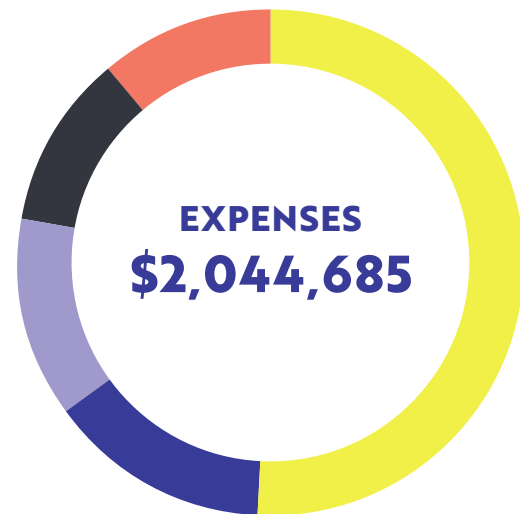
With support from Downtown sponsors, DTP will pilot a Fall Downtown Midweek Market in Chapman Green (6th & Boston) from September 13–November 15, 2023. The market will provide fresh and prepared foods, goods from artisans and makers, and entertainment from local artists and performers. The Fall pilot will prepare DTP to launch a Spring Midweek Market on the Green.



OUR ORGANIZATION/ FINANCIALS



Revenue	Percentage
TSID Assessments	79%
Grants	7%
Special Projects	7%
Baseline Services	3%
Mobility	2%
Fee-based/Contractual Services	2%



Expenses	Percentage
Maintenance & Safety Operations	51%
Planning & Vitality	14%
Management & Admin	13%
Marketing & Experience	11%
Landscaping & Vegetation Operations	11%

DTP's primary funding source in FY22–23 remained the Tulsa Stadium Improvement District – Services collections and prior fund balance allocations. As a 501c3 not-for-profit organization, and for the first time, DTP solicited and received grants and in-kind support totaling nearly \$300,000 to fund operations, programs, and services in both FY22–23 and FY23–24. Supporting entities include:

Anne and Henry Zarrow Foundation
The Commemoration Fund
George Kaiser Family Foundation

Ascension St. John Foundation
ChangeLabs Solutions
Tulsa Service Year

Downtown Tulsa Partnership received 501c3 status from the IRS, enabling our fundraising efforts and opening additional opportunities for charitable contributions to our organization. Visit DowntownTulsa.com/Support for ways to donate.

Building Our Team

In FY22–23, DTP added three positions—Director of Marketing & Experience, Digital Content & Experience Coordinator, and Director of Planning & Vitality—to increase organizational capacity and launch new programs and services. We were also awarded a fellowship position in May 2022 through Tulsa Service Year, focusing on research, data, and community engagement initiatives, which led to a new full-time position—Data & Programs Coordinator—following the completion of the fellowship.

DTP staff participated in multiple professional development opportunities last year through our membership in the International Downtown Association, including the 2022 IDA Conference and the 2023 IDA Placemaking, Operations & Security Summit. Staff also attended the 2023 Placemaking Conference at the University of Oklahoma and Urban Land Institute programming. Other staff accomplishments include:

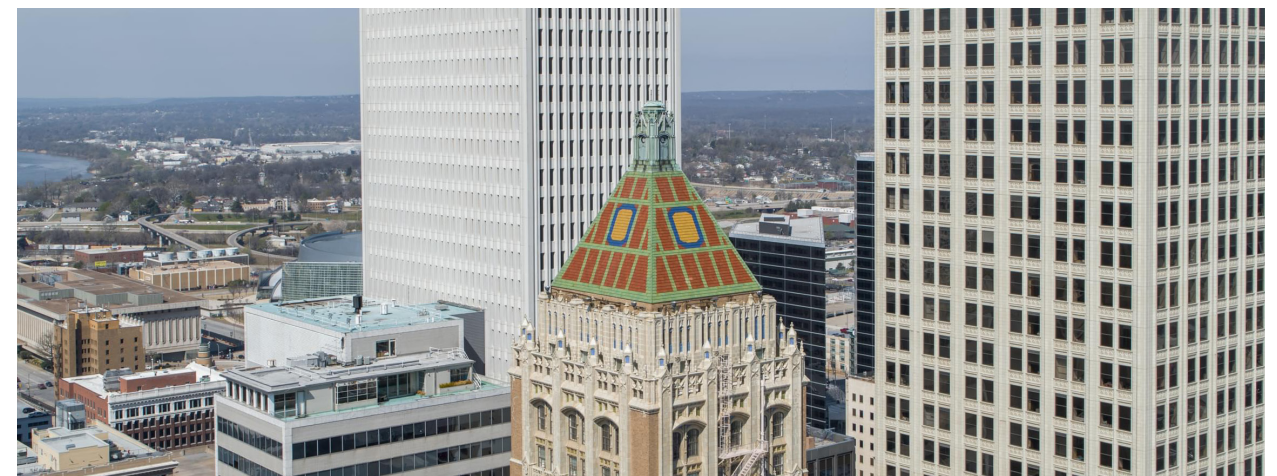
DTP's President & CEO received credentials as a Leader in Place Management from the IDA and was elected to the organization's Board of Directors.

DTP's Director of Planning & Vitality was credentialed as an American Institute of Certified Planners (AICP) by the American Planning Association.

DTP's Director of Marketing & Experience was named to the IDA's Top Issues Council for Innovations in Placemaking in Small and Mid-Sized Communities. The TIC provides best practices and expertise to industry professionals.



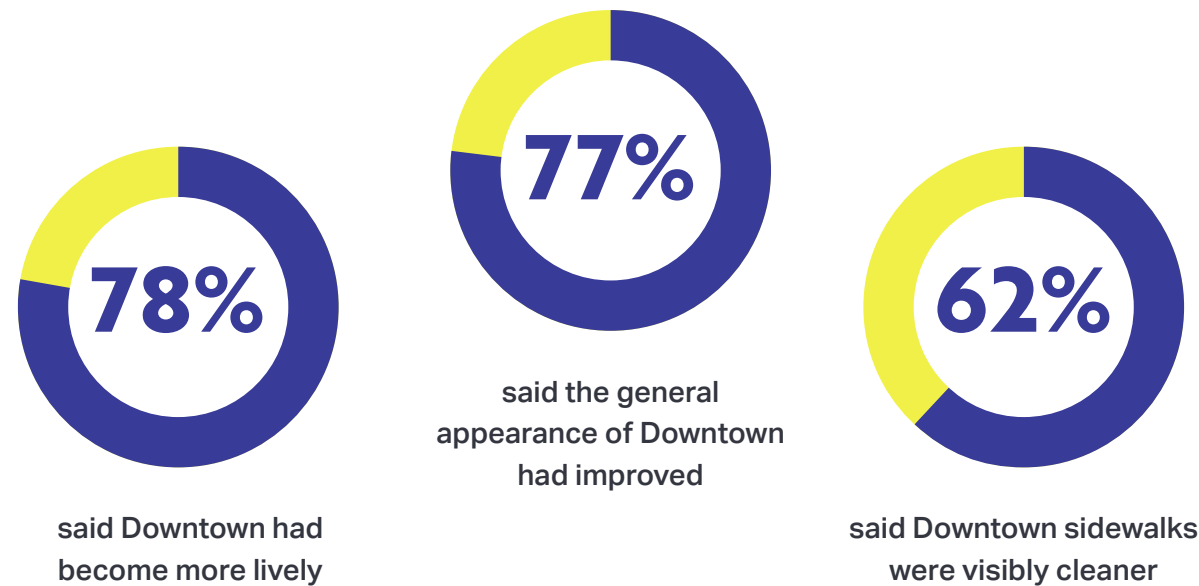
From left to right, DTP team members Morgan Phillips, Kirsten Dominguez, Emily Scott, Sophia Ton, Brian Kurtz, and Debra Edwards



Launched Annual Community Quality Survey

To better understand the needs and perceptions of the community, DTP conducted its first annual community survey. This survey gathered valuable feedback from the general public, as well as from Downtown employees and residents. By actively seeking input from the community, DTP aspires to tailor its services to align with the expectations and requirements of those it serves.

Survey data from August to September 2022 showed that over the previous year:



WHAT'S NEXT

★ FINANCIAL GROWTH

With increased focus on organizational capacity and health, DTP will continue to grow our reserve fund balance.

★ BENEFITS

DTP will continue to enhance the benefits and programs offered to partners and members as well as improve our communication methods to Downtown stakeholders.

★ NEW PROGRAMS

DTP will implement and grow a membership and partnership program to diversify our income.

★ PROFESSIONAL DEVELOPMENT

Leadership will explore professional development opportunities with local and international organizations to increase organizational efficacy and the impact of our work.

FY22–23 Downtown Tulsa Partnership Board of Directors

Chair: Chris Bumgarner,

Boston Avenue Management

Vice-Chair: Holly Becker,

Phillips Theological Seminary

Treasurer: Marc Maun, *Bank of Oklahoma*

Secretary: Elliot Nelson, *McNellie's Group*

Terry Ball, *Mayor's Designee**

Laura Bellis, *Tulsa City Council District 4**

Tom Biolchini, *Vast Bank*

Venita Cooper, *Silhouette Sneakers & Art*

Curtis Dinan, *ONE Gas*

Chip Gaberino, *Topeca Coffee*

Vanessa Hall-Harper, *Tulsa City Council District 1**

Tiffini Jackson, *PSO*

DeAnn Johnson, *Williams*

Karen Keith, *Tulsa County Commissioner**

Brian Kurtz, *Downtown Tulsa Partnership**

Heather Smith, *Downtown YMCA*

Pete Patel, *Promise Hotels*

Sean Weins, *Tulsa Community College*

Bill White, *Historic Greenwood District Main Street*

**Denotes Ex-Officio Member*

FY22–23 Tulsa Stadium Improvement District Advisory Committee

Chair: Elliot Nelson, *McNellie's Group*

Thomas Carlson, *Carlson Development Group*

Brian Elliot, *Sharp Development*

Hunt Hawkins, *River City Development*

Jackie Price Johanssen, *Price*

Family Properties

Kian Kamas, *PartnerTulsa*

Jeff Scott, *Scott Realty Company*

Tom Wallace, *Property Owner*

Steven Watts, *Rose Rock Development*

Staff

Kirsten Dominguez, *Digital Content & Experience Coordinator*

Debra Edwards, *Office & Finance Administrator*

Brian Kurtz, *President & CEO*

Leola Maxey, *Operations Manager*

Morgan Phillips, *Director of Marketing & Experience*

Emily Scott, *Director of Planning & Vitality*

Sophia Ton, *Data & Programs Coordinator*

Design: MGD Tulsa

WE INVITE YOU TO VISIT [DOWNTOWNTULSA.COM](https://www.downtowntulsa.com) FOR:

- ★ Downtown news and resources
- ★ A Downtown business directory
- ★ Our weekly newsletter and social media platforms
- ★ Ways to join our work to improve Downtown

Invest in Downtown Tulsa, Support DTP

As Downtown continues to grow, so do our initiatives and programs to make Downtown the compelling urban neighborhood in which to live, work, entertain, and invest. Play an active role in shaping the future of Downtown Tulsa by becoming a member of the Downtown Tulsa Partnership.

YOUR MEMBERSHIP:

- ★ Supports our mission to champion a prosperous, vibrant, and inclusive Downtown Tulsa
- ★ Increases our capacity to enhance Downtown programs, events, and experiences, including expanded Clean & Safe programs and business support services
- ★ Provides you new opportunities to engage with Downtown businesses and stakeholders



For more information or to become a member, visit DowntownTulsa.com/Membership.

