



DOWNTOWN IN DECEMBER  
**SPONSOR REPORT**  
2021



# THANK YOU



**Because of your generous support, Downtown Oklahoma City Partnership activated the downtown area through our one-of-a-kind series of holiday events and attractions.**

Downtown in December presented by Devon provided a central location for the numerous community events produced not only by our organization and its districts, but by local nonprofits and businesses throughout downtown.

Our signature events returned in-person this year including Lights On Broadway, Saints Santa Run, and A Dog Day in December. While the in-person OKC Tree Lighting Festival was cancelled, the virtual version once again reached thousands of people online and on television.

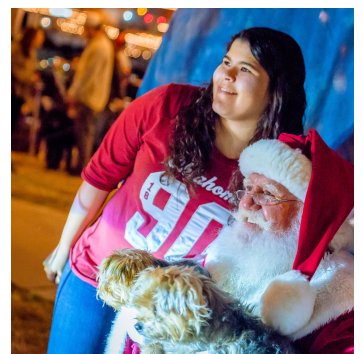
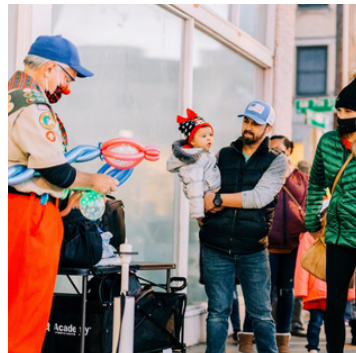
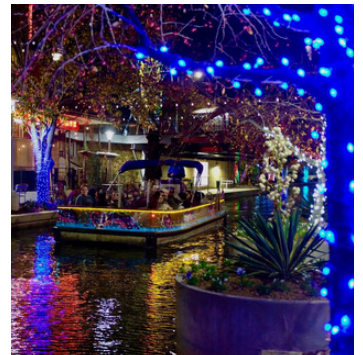
Other programs highlighted by Downtown in December include the Devon Ice Rink, snow tubing at the OKC Dodgers ballpark, performances at the Civic Center, shopping events such as the Holiday Pop-Up Shops, and, of course, visits with Santa Claus and beautiful light displays throughout downtown. Many of the events and attractions in the series have become important community traditions, and most are offered for free or at a low-cost allowing them to be accessible to everyone.

Downtown in December began in 2001 with a handful of events and has grown and evolved, much like the downtown area, to include over 30 events and attractions in a season. **We were thrilled to celebrate the 20th anniversary of the series in 2021 and thank you for joining us in creating another magical holiday season in OKC.**





# Celebrate THE HOLIDAY SEASON IN DOWNTOWN OKC!







# OUR EVENTS

## Oklahoma City Tree Lighting Festival

The Oklahoma City Tree Lighting Festival serves as the annual kickoff to the holiday season and Downtown in December. Each year, the free event features family-friendly activities, a showcase of diverse holiday performances, and the countdown to the lighting of the Bricktown Christmas Tree by the Mayor and Santa Claus.

The 20th anniversary event included 10 talented performances, which is the most the festival has ever seen, and a special appearance by Wayne Coyne. While the in-person festival was cancelled, the Virtual Holiday Special, streamed in partnership with FOX 25, reached an audience of over 38,000 individuals.

**Sponsored by: Painted Door, Heartland, SONIC Foundation, Bricktown Association, Gipson Design, FOX 25, Flight**

### VIEWERSHIP

DOKC YouTube Views: 542  
DOKC Facebook Views: 1.2k  
FOX 25 Facebook Views: 1.5k  
TV Viewers: 35k approx.  
(14k households)

**TOTAL: 38,242**

### ADVERTISED IN

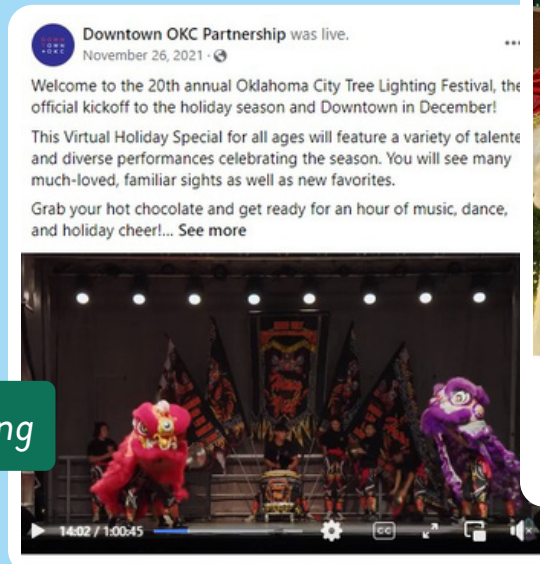
405 Magazine  
MetroFamily Magazine  
Oklahoma Gazette  
The Oklahoman

### SOCIAL POSTS

Instagram: 9  
Facebook: 25  
Twitter: 10

**Posted on  
Downtown OKC  
& Bricktown  
accounts**

**#OKCTreeLighting**







# OUR EVENTS

## Saints Santa Run

Our family-friendly holiday run brings all ages, and even pets, to downtown Oklahoma City for the city's most festive race, the Saints Santa Run. The event included a 5K race, a one-mile Fun Run, a free Kids' Dash, and a highly anticipated costume contest.

After shifting to a virtual event in 2020, we were excited to return to an in-person run with a new route and start/finish location. The 5K route took runners through the Midtown district and historic Heritage Hills neighborhood and allowed families, friends, and coworkers to stay active while spreading holiday cheer.

**Sponsored by: SSM Health - St. Anthony Hospital, Midtown OKC, First National Center**

### PARTICIPANTS

5K Race: 333

One-Mile Fun Run: 51

Free Kids' Dash: 15

**TOTAL: 399**

### ADVERTISED IN

405 Magazine

OK Fitness Magazine

Oklahoma Gazette

Oklahoma Today

### REPRESENTATION

**42** Cities

**6** States

**\$36,000+**

Raised for Downtown Oklahoma City Partnership

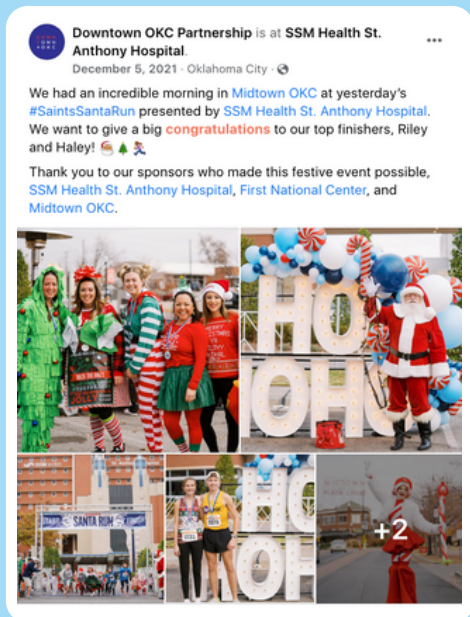
### SOCIAL POSTS

Instagram: 5

Facebook: 14

Twitter: 11

**Posted on Downtown OKC & Midtown accounts**



**#SaintsSantaRun**





# OUR EVENTS

## Lights On Broadway

All were invited to cruise down historic Automobile Alley and experience its stunning light display during the 6th annual Lights On Broadway open-house event.

Over four Saturdays, a variety of businesses featured themed window displays, pop-up activities, special promotions, and giveaways. The community enjoyed free family-friendly programming throughout the district such as live music, balloon art, performances, photos with Snow Globe Santa, and horse-drawn carriage rides.

**Sponsored by:** Heartland, RCB Bank, OG&E, Bank of Oklahoma, Mason Realty Investors  
**Produced by:** Automobile Alley Association

### ATTENDANCE

from 4:00 - 7:00pm

November 20: 700+

November 27: 600+

December 4: 800+

December 11: 1,000+

**TOTAL: 3,100+**

**600,000+**

LED Lightbulbs

**31**

Participating Businesses

### SOCIAL POSTS

Instagram: 15

Facebook: 12

Twitter: 25

### ADVERTISED IN

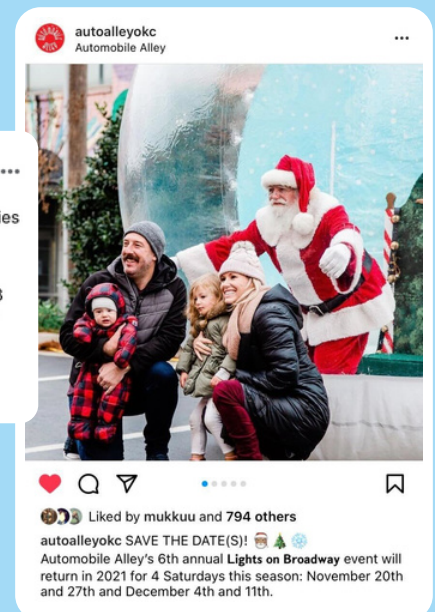
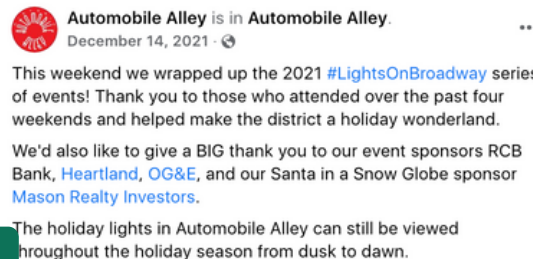
405 Magazine

Oklahoma Gazette

The Oklahoman

**Posted on  
Downtown OKC  
& Automobile Alley  
accounts**

**#LightsOnBroadway**







# ALL EVENTS & ATTRACTIONS

- OKC Tree Lighting Festival ❄️
- Lights On Broadway Annual Event ❄️
- Saints Santa Run ❄️
- A Dog Day in December ❄️
- Small Business Saturday
- Devon Ice Rink ❄️
- LifeShare WinterFest Snow Tubing
- Merry Midtown ❄️
- Downtown Light Displays ❄️
- Lyric's A Christmas Carol
- OKC Ballet's The Nutcracker
- Curbside Chronicle's Wrap Up Homelessness Campaign ❄️
- Streetcar Ride Free Weekends
- Have Yourself A Myriad Little Christmas ❄️
- 'Tis the Season at Scissortail Park
- OKCMOA's (Joy to the) World of Wong-Kar Wai
- Oklahoma Contemporary Holiday Programs
- OKC Philharmonic's The Christmas Show
- Canterbury Voices presents Handel's Messiah
- Chanukah Community Celebrations
- Factory Obscura's Annual March of the Trees
- Oklahoma Hall of Fame's Deck the Hall of Fame
- First Americans Museum Winter Holiday Arts Market
- American Banjo Museum's Candy Cane Christmas
- Innovation District's Holiday Car Cinema Night
- OKC Broadway's The Hip Hop Nutcracker
- OKC Broadway's A Magical Cirque Christmas
- RIVERSPORT Winter Glow ❄️
- Holiday Pop-Up Shops at Midtown ❄️
- Mistletoe Market
- The Skirvin Hilton Holiday Events
- Painted Door's 30 Year Celebration
- Katiebug's Winter Wonderland
- The Melting Pot's Annual Ugly Holiday Sweater Party
- ArtAfloatOKC Showboat Holiday Concerts & Caroling Cruises
- Noon Year's Eve at OKCMOA
- OKC Arts Council's Opening Night ❄️

❄️ Produced or supported by Downtown OKC Partnership

Nov 4<sup>TH</sup>  
2021

Jan 30<sup>TH</sup>  
2022





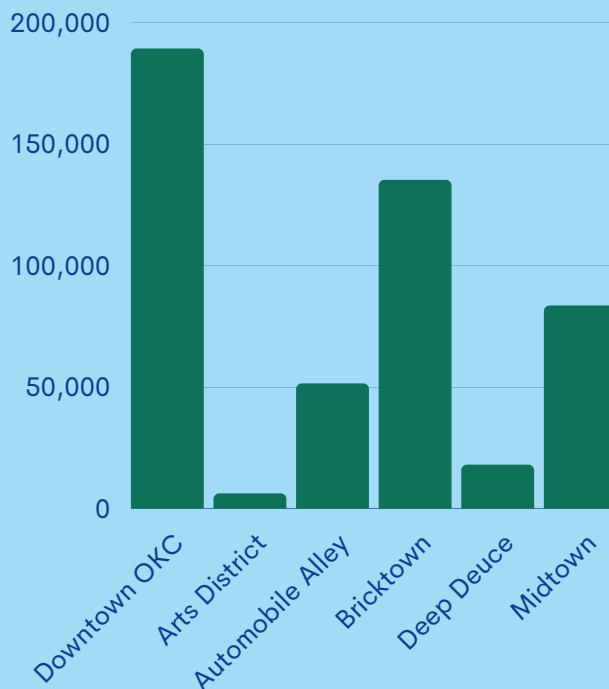
# OUR REACH

Downtown in December is marketed through digital and print advertising, the event series website (downtownindecember.com), a multi-page event program published in the OK Gazette and Curbside Chronicle, posters distributed city-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 300,000 through its website, 500,000 through social media, 6,500 through our What's Up Downtown e-newsletter, 300,000 through editorial, and 35,000 through the OKC Tree Lighting Festival Virtual Holiday Special.

## SOCIAL MEDIA FOLLOWERS

**TOTAL: 514,404+**



## 5.9% OVERALL GROWTH

in followers from 2021 to 2022

**6,691**

**WHAT'S UP DOWNTOWN  
NEWSLETTER ACTIVE SUBSCRIBERS**

## DOWNTOWNINDECEMBER.COM

**513,548**

Website Hits

**91,434**

Unique Users

## AD EXPOSURE

Average Readership

Downtown in December ads ran  
November 2021 to January 2022

### THE OKLAHOMAN

**126,000**

### METROFAMILY MAGAZINE

**123,000**

### OKLAHOMA GAZETTE

**35,000**

### CURBSIDE CHRONICLE

**12,000**

### 405 MAGAZINE

**88,000**

### TRAVEL OK

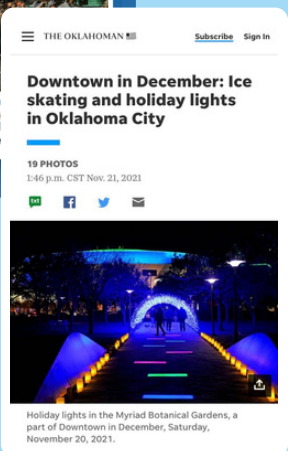
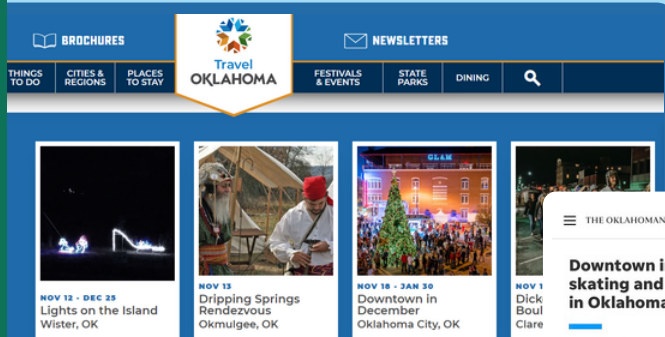
**100,000**



# OUR REACH

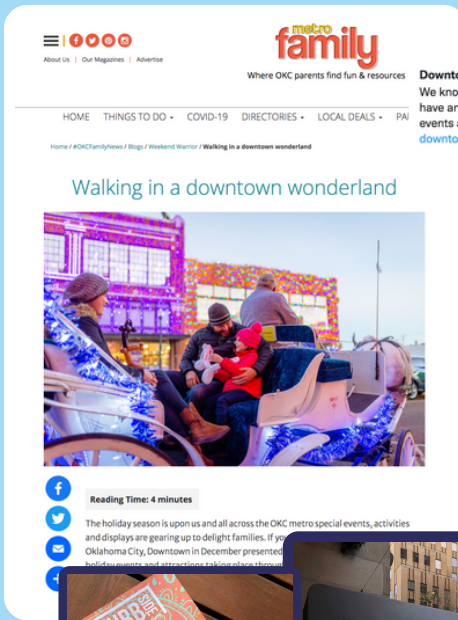


Visit OKC @VisitOKC · Nov 15, 2021  
Start celebrating the holiday season early! Here's our guide to things you don't want to miss during #DowntownInDecember. #SeeOKC



OKC Streetcar @OKCStreetcar · Dec 26, 2021  
Don't forget the streetcar is FREE on weekends until January 3! Come ride with us and see all that #DowntownInDecember has to offer! See all the festive activities here: [downtownokc.com](http://downtownokc.com)

Mayor David Holt @davidholt · Nov 26, 2021  
OKC's Christmas tree is lit!  
Visit [DowntownInDecember.com](http://DowntownInDecember.com) to watch the whole program and to find out how to celebrate the holidays in @DowntownOKC!



**DOWNTOWN IN DECEMBER**

downtown in December, our series of holiday events and attractions in the heart of Oklahoma City, is returning for its 20th year in 2021! The one-of-a-kind winter experience includes festive events, outdoor attractions, performing arts, holiday shopping, family activities, and much more, all surrounded by stunning light displays and decorations. Many of the events are free and open to everyone, and organizers are continuing to keep the community's health a priority with additional safety precautions.

Downtown in December is produced in part by Downtown Oklahoma City Partnership with generous support from Devon Energy, the Downtown Business Improvement District, as well as other corporate sponsors and partners.

We look forward to continuing traditions and creating new memories at the 20th anniversary season of Downtown in December. Find more information on each event by visiting [downtownindecember.com](http://downtownindecember.com).

Thank you to our Downtown in December sponsors who help make this season possible: Devon Energy Corporation, SSM Health - St. Anthony Hospital, Arvest Bank, Heartland, SONIC Foundation, Delaware Nation Industries | Delaware Nation Investments, Painted Door Gift Boutique, BancFirst, OG&E, Bricktown Association, Midtown OKC, Automobile Alley Association, Hall Capital, Robinson Park, OKC Dodgers, Tinker Federal Credit Union, Mason Realty Investors, American Fidelity, Bank of Oklahoma, HoganTaylor LLP, Wiggins Properties, Block by Block, Gipson Design, Alliance for Economic Development, Centennial Landscaping, Sims Management Resources, Jones PR, Stella Nova, The Skirvin Hilton Hotel, Katiebug's Sips & Sweets, Spark Creative, FOX 25, Quik Print.







# THANK YOU

## Our Sponsors

Presented by **Devon Energy**

405 Magazine

Alliance for Economic Development

American Fidelity

Automobile Alley Association

Arvest Bank

BancFirst

Bank of Oklahoma

BC Clark

Block by Block

Bricktown Association

Byron's Liquor Warehouse

Canterbury Voices

Centennial Landscaping

Claims Management Resources

Crowe & Dunlevy

Delaware Nation Investments

EMBARK

First National Center

Flight

FOX 25

Gipson Design

Hall Capital

Heartland

HoganTaylor LLP

HSE Architects, PLLC

JE Dunn Construction

Jones PR

Katiebug's Sips & Sweets

Lyric Theatre of Oklahoma

Mason Realty Investors

MetroFamily Magazine

Midtown OKC

Midtown Renaissance

OG&E

OKC Broadway

OKC Dodgers

Painted Door Gift Boutique

Quik Print

RCB Bank

RIVERSPORT Foundation

Robinson Park

RSM LLP

SONIC Foundation

SSM Health - St. Anthony

Stella Nova

The Melting Pot

The Skirvin Hilton Hotel

Tinker Federal Credit Union

Unity Insurance Partners

Wiggin Properties

# LOOKING FORWARD

**Thank you again for making another year of Downtown in December possible.**

It was a wonderful season downtown as we celebrated the 20th anniversary of the series, saw the return of many long-standing traditions, and refreshed our website with a new look and more ways for the community to engage with Downtown in December.

With your support, over **\$290,000** was raised for Downtown Oklahoma City Partnership allowing us to exceed our annual fundraising goal and further our mission of creating and maintaining a healthy and vibrant downtown all year long.

For more information about Downtown in December or other ways to support our organization, please contact Phi Nguyen at **[phi@downtownokc.com](mailto:phi@downtownokc.com)**.

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Thank you!



@DOWNTOWNOKC  
DOWNTOWNOKC.COM

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