



DOWNTOWN IN DECEMBER
SEASON REPORT
2022

THANK YOU



With your generous support, Downtown Oklahoma City Partnership activated the downtown area during the 21st season of Downtown in December and promoted over 30 events and attractions from November 2022 to January 2023.

Downtown in December presented by Devon provided a central location for residents and visitors to experience the holiday season the downtown way. The series highlighted numerous free or low-cost community events produced not only by our organization and its districts, but by local nonprofits and businesses throughout downtown. It listed opportunities to visit and take photos with Santa through Downtown OKC's Santa Tracker and added ways to engage online with a new video series.

All signature events returned this year including the Oklahoma City Tree Lighting Festival (*back to Bricktown for the first time since 2019*) & Virtual Holiday Special, Saints Santa Run, Lights On Broadway, and Merry Midtown.

Other attractions 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, New Year celebrations, and beautiful light displays throughout downtown.

These efforts would not be possible without you, our sponsors and partners, and we thank you for joining us in creating another magical holiday season in downtown OKC.

AT A GLANCE





OUR EVENTS

Oklahoma City Tree Lighting Festival

SPONSORED BY

SONIC, Painted Door Gift Boutique, Bricktown Association, OG&E, and Bank of Oklahoma

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

The 21st festival took place on Thursday, November 17th, returning in person to Bricktown for the first time since 2019. Over 1,000 attendees enjoyed 10 performances representing the many cultures and traditions we have in Oklahoma City before and after the tree was lit. Pop-up booths, food trucks, photos with Santa, and the Letters to Santa station added to the festive atmosphere.

ADVERTISED IN

- 405 Magazine
- Curbside Chronicle
- Oklahoma Gazette
- OKC Streetcar Platforms
- The Oklahoman

SOCIAL REACH

335,000+

Posted on
Downtown OKC
& Bricktown accounts



#OKCTreeLighting





Oklahoma City Tree Lighting Virtual Holiday Special

PRESENTED BY HEARTLAND

SPONSORED & SUPPORTED BY

TTCU Federal Credit Union, Canoo, Flight, and Sinclair Broadcast Group (FOX 25)

Following the festival, on Friday, November 25th, all were invited to gather with their friends and family to watch the debut of the Virtual Holiday Special presented by Heartland. This was the 3rd year for our virtual program, allowing the community to tune in online and on television to witness the excitement of the tree lighting from the comfort of their homes.

The program featured footage from the in-person festival, including Mayor Holt and Santa Claus lighting the Christmas tree, as well as special performances that could only be seen in the Virtual Holiday Special. The program debuted on KOCB CW 34 and online at 5pm the Friday after Thanksgiving, with encore presentations on KOKH FOX 25 that same evening at 9:30pm and on Christmas Day at 10am.



VIEWERSHIP

TELEVISION

FOX 25/CW 34/On Demand:
45,000 approx. viewers
(18,000 households)

CW 34: Nov. 27 @ 5pm
FOX 25: Nov. 27 @ 9:30pm
FOX 25: Dec. 25 @ 10am

ONLINE

DOKC YouTube: 437
DOKC Facebook: 709
FOX 25 Website: 499
FOX 25 Facebook: 2,500

TOTAL: 49,000+



OKLAHOMA CITY (KOKH) — Get ready for watching the Oklahoma City Tree Lighting! The special is hosted by FOX 25's own Dan

#OKCTreeLighting



Saints Santa Run

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

SPONSORED BY

Midtown OKC, TTCU Federal Credit Union, West Shore Home, Lopez Foods, Tinker Federal Credit Union

Downtown OKC's family-friendly holiday-themed run brings all ages, and even pets, to downtown for the City's most festive 5K and costume contest. This was the 2nd year for Saints Santa Run to be hosted on the campus of presenting sponsor, SSM Health St. Anthony Hospital, in Midtown, and over 500 participants joined in the 5K Race, 1-Mile Fun Run, and free 50-Yard Kids' Dash.

A multitude of Santas and holiday costumes filled the event area in anticipation of the annual costume contest. Pop-up booths, free programming such as face painting and balloon art, a holiday DJ, milk & cookies bar, and donut truck provided entertainment before and after each event.

PARTICIPANTS

5K Race: 399

1-Mile Fun Run: 99

Free Kids' Dash: 20

TOTAL: 500+

REPRESENTATION

48 Cities

6 States

\$44,000+

Raised for Downtown Oklahoma City Partnership

ADVERTISED IN

- 405 Magazine (e-newsletter)
- Oklahoma Gazette
- OKC Streetcar Platform
- OK Sports & Fitness
- The Oklahoman

SOCIAL REACH

336,000+

Posted on
Downtown OKC, Midtown, &
Automobile Alley accounts

[#SaintsSantaRun](#)



Automobile Alley @AutoAlleyOKC · Nov 14, 2022
Who is ready for Saints Santa Run? Sign up with the link below!
#DowntownInDecember
okc.automotive.com/events/register...



Downtown OKC @DowntownOKC · Nov 30, 2022
The Saints Santa Run presented by @SSMHealthSaints will take place THIS Saturday, December 3rd and there is still plenty of time to register! Learn more about the annual Saints Santa Run and register to run by visiting [downtownindecember.com/saints-santa-r...](#)

Greater OKC Chamber @okcchamber
Registration is now open for the annual Saints Santa Run on Dec. 3. The #DowntownInDecember event by @DowntownOKC will include 5K and 1-mile races, as well as a 50-yard kids' dash and more.
For additional details visit #VeloCityOKC [velocityokc.com/blog/lifestyle...](#)



Lights On Broadway

PRODUCED BY AUTOMOBILE ALLEY ASSOCIATION

SPONSORED BY
RCB Bank & HoganTaylor LLP

The annual Lights On Broadway event and attraction returned for its 7th year this season with over 630,000 LED lights and plenty of winter-themed activities and business promotions throughout the district.

On the first two Saturdays in December, over 3,000 attendees enjoyed family-friendly programming along the sidewalks as they visited local shops and restaurants. The event included free carriage rides, live music, festive performances, photos with Santa Claus, and a special projection light display by Cory's AV. Lights On Broadway continues to be a premier holiday light attraction and highly-anticipated destination for locals and visitors.

ATTENDANCE

estimated from 4-7pm

December 3: 1,300

December 10: 2,000

TOTAL: 3,300+

630,000+

LED Lightbulbs

43

Participating Businesses

ADVERTISED IN

405 Magazine

Curbside Chronicle

MetroFamily (e-newsletter + digital)

OKC Streetcar Platforms

OKC Talk

Oklahoma Gazette

The Oklahoman

SOCIAL REACH

251,000+

Posted on Downtown OKC
& Automobile Alley accounts

[#LightsOnBroadway](#)

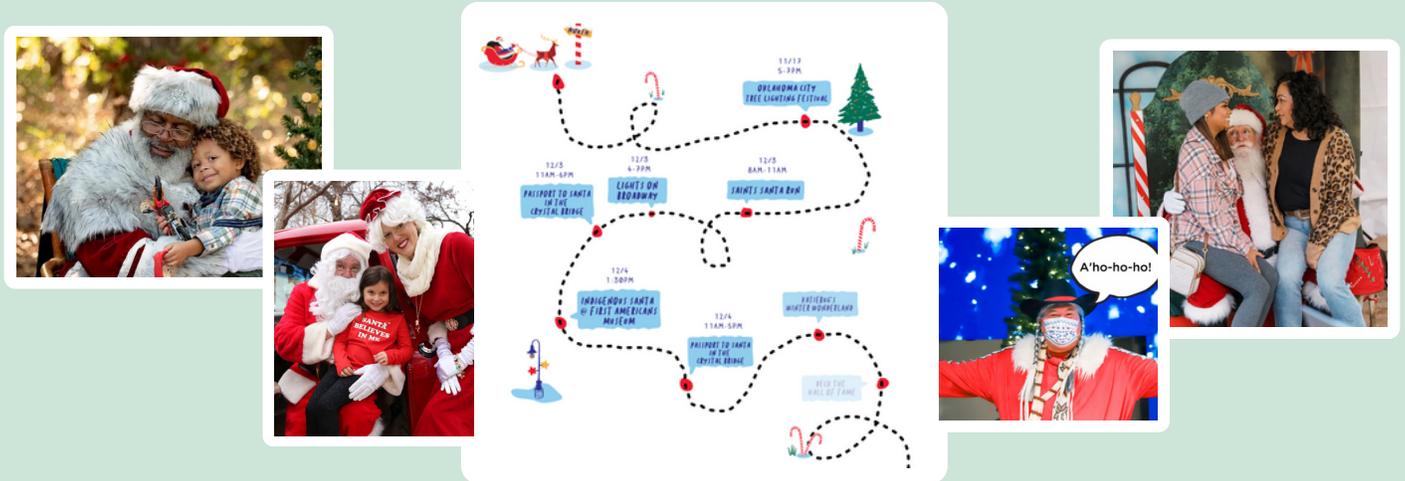


OTHER HIGHLIGHTS

Downtown OKC's Santa Tracker

PRESENTED BY AMSHOT

The countdown to Santa sightings downtown returned with Downtown OKC's Santa Tracker presented by amshot, a new permanent fixture on the Downtown in December website. The tracker included 14 events throughout downtown that featured free or low-cost visits and photos with Santa Claus.



Downtown in December Presents

STREAMING SERIES

Downtown OKC debuted a new video series this season, with help from the Heartland studio, called "Downtown in December Presents" that featured short holiday-themed demonstrations led by a handful of our local businesses and Downtown in December partners. The series gave us a new way to engagement with our online community while promoting Downtown in December as a whole. The videos can be viewed on the new "Tune In" page which also includes all previous OKC Tree Lighting Virtual Holiday Specials.



Curbside Chronicle



Katiebug's Sips & Sweets



Painted Door Gift Boutique



ALL EVENTS & ATTRACTIONS

- OKC Tree Lighting Festival ❄️
- OKC Tree Lighting Virtual Holiday Special presented by Heartland ❄️
- Saints Santa Run ❄️
- Lights On Broadway ❄️
- Merry Midtown ❄️
- Downtown Light Displays ❄️
- Small Business Saturday ❄️
- Devon Ice Rink ❄️
- LifeShare WinterFest Snow Tubing
- Lyric's A Christmas Carol
- OKC Ballet's The Nutcracker
- OKC Streetcar Ride Free Weekends
- RIVERSPORT Winter Glow ❄️
- Katiebug's Winter Wonderland
- Holiday Pop-Up Shops ❄️
- Curbside Chronicle's Wrap Up Homelessness & Holiday Wreaths Campaign ❄️
- December in the Gardens ❄️
- 'Tis the Season at Scissortail Park ❄️
- Mistletoe Market
- The Skirvin Hilton Holiday Events
- Oklahoma Contemporary Holiday Events
- Red Earth Tree Fest
- OKC Broadway's Mannheim Steamroller Christmas
- ArtAfloatOKC Caroling Cruises
- OKCPhil's Home Alone in Concert
- OKCPhil's Coming Home for Christmas
- First Americans Museum Winter Holiday Art Market
- Saturdays in December at OKCMOA ❄️
- American Banjo Museum's Candy Cane Christmas
- Canterbury Christmas
- John Rex Light Up the Holidays ❄️
- The Melting Pot's Ugly Sweater Ladies Night Out
- Deck the Hall of Fame
- Factory Obscura's Annual March of the Trees
- Scissortail Lights Chanukah Celebration
- OKC Broadway's A Magical Cirque Christmas
- Arts Council OKC's Opening Night ❄️
- The Melting Pot's NYE Celebrations

❄️ **Event/organization produced or supported by Downtown Oklahoma City Partnership**

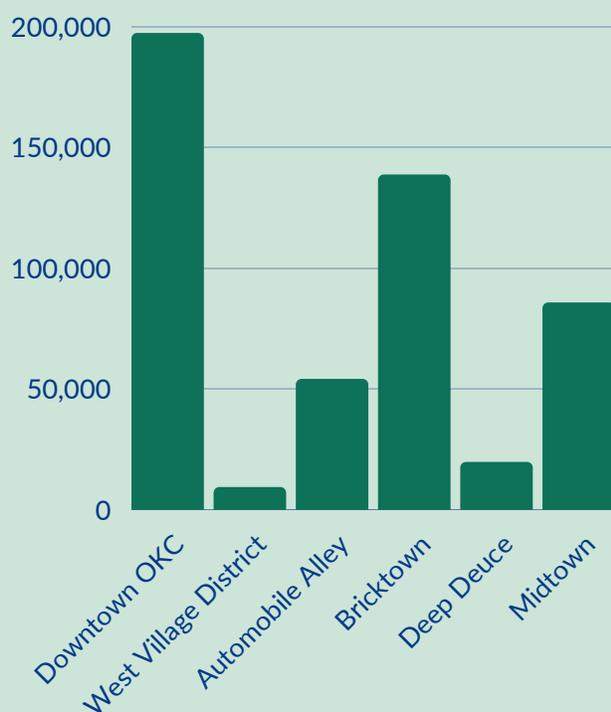


OUR REACH

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 downtown-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 99,000 through its website, 500,000 through social media, 6,500 through the What's Up Downtown e-newsletter, 400,000 through editorial, and 49,000 through the OKC Tree Lighting Festival Virtual Holiday Special.

SOCIAL MEDIA FOLLOWERS TOTAL: 535,000+



3.7% OVERALL GROWTH
in followers from 2022 to 2023

6,574

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

DOWNTOWNINDECEMBER.COM

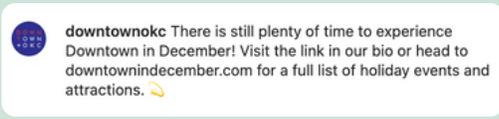
479,000+
Website Hits
99,000+
Unique Users

13.86% increase of new visitors from last season

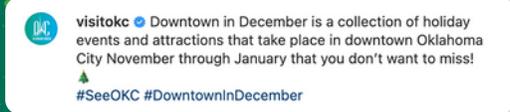
AD EXPOSURE
484,000+
Average readership
across 8 media outlets

Downtown in December ads ran November 2022 to January 2023

79.15%
Increase of website users from July 2021 to July 2022 during *Downtown in December in July* promotion



The Saints Santa Run is Saturday, Dec. 3, and includes a costume contest. (Photo courtesy of Downtown OKC)





Thank You

Sponsors & Partners

Presented by Devon Energy

405 Magazine
American Fidelity Assurance Company
AMSHOT
Arvest Bank
BancFirst
Bank of Oklahoma
BC Clark
Block by Block
Bricktown Association
Cain Law Office
Canoo
Centennial Landscaping
Certified Folder
Communication Federal Credit Union
Curbside Chronicle
Downtown OKC BID
EMBARK
Express Employment International
First National Center
Flight
Gipson Design
Hall Capital
Heartland
HoganTaylor LLP
HSE Architects, PLLC
INSURICA
JE Dunn Construction
Kroger Delivery
Lopez Foods
Midtown OKC
Midtown Renaissance
OG&E
Ogle Wealth Management
OKC Broadway
OKC Dodgers
OKC Thunder
Oklahoma Gazette
The Oklahoman
Painted Door Gift Boutique
Phillips Murrah
Quik Print of Oklahoma City
RCB Bank
Renewal by Andersen
RIVERSPORT Foundation
Robinson Park
Scissortail Park Foundation
SONIC
SSM Health - St. Anthony
Sinclair Broadcast Group
Stella Nova
The Social Order
Tinker Federal Credit Union
TTCU Federal Credit Union
Visit OKC
West Shore Home
Wiggin Properties

LOOKING AHEAD

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

It was a wonderful season downtown as we celebrated the 21st year of the series, saw the return of many long-standing traditions, promoted over 30 community events and attractions, and created a new video series to engage with our online audience.

With your support, over **\$360,000** 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, Downtown OKC's events and programs, or other ways to support our organization, please contact us.

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Thank
you!



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