

DOWNTOWN  
OKC



# 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.

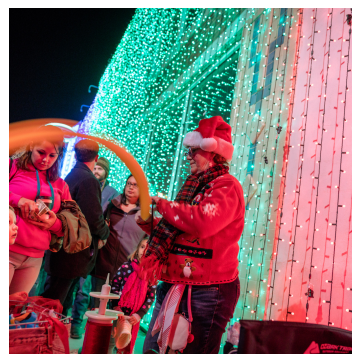
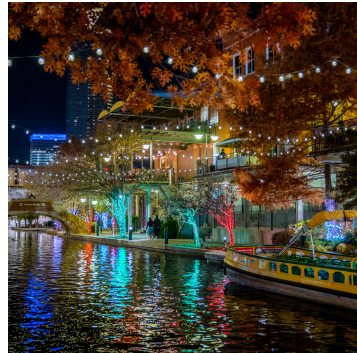
All signature events returned this year including the Oklahoma City Tree Lighting Festival (*back to Bricktown for the first time since 2019*) & Virtual Holiday Special, Saints Santa Run, Lights On Broadway, and Merry Midtown.

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



### THE JOURNAL RECORD

Part of the BridgeTower Media network  
HOME - NEWS - EVENTS - COMMUNITY - MARKETPLACE - ADVERTISE - PUBLIC NOT

Home / General News / OKC anticipates holidays with tree lighting fest, river parade

### OKC anticipates holidays with tree lighting fest, river parade

By: Journal Record Staff | November 4, 2022 | 9



Many in the past have been attracted to downtown Oklahoma City for a Tree Lighting Festival and other annual holiday events. (Courtesy photo/visitOKC.com)

The holiday season likely will hit full swing for many in Oklahoma City this year with a Tree Lighting Festival and other annual holiday events. (Courtesy photo/visitOKC.com)

### THE OKLAHOMA 100

Building the Oklahoma community 100 words at a time

Home > Lifestyle Events > Oklahoma City Tree Lighting Festival is back in person again

LIFESTYLE > LIFESTYLE EVENTS

### Oklahoma City Tree Lighting Festival is back in person again

November 16, 2022



Children can write and mail letters to Santa at the North Pole mailbox at the Oklahoma City Tree Lighting Festival. (Photo courtesy of Downtown OKC Partnership)

It's time to light up the Bricktown Christmas tree. The 25-foot tree will officially be lit at the 21st Annual Oklahoma City Tree Lighting Festival on Thursday, Nov. 17 from 5-7 p.m. on the Mickey Mantle Plaza of the Chickasaw Bricktown Ballpark.



### metro family

Where OKC parents find fun & resources

Back to Calendar

### FREE OKC Tree Lighting Festival in Bricktown





# 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

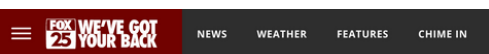
FOX 25/CW 34/On Demand:  
45,000 approx. viewers  
(18,000 households)

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+**



**WATCH: The 2022 Oklahoma City Tree Lighting Virtual Holiday Special**

by KOKH STAFF | Friday, November 25th 2022



Get ready for the holiday season by watching the Oklahoma City Tree Lighting V

OKLAHOMA CITY (KOKH) — Get ready for t  
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

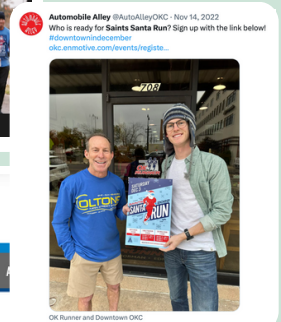
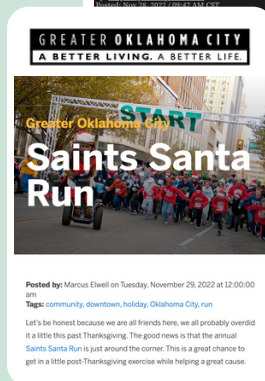
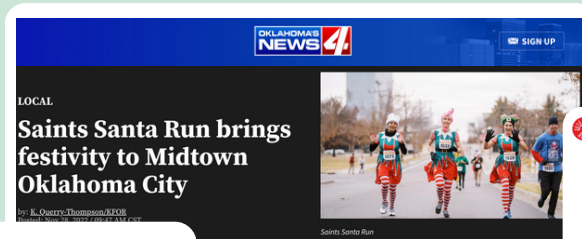
405 Magazine (e-newsletter)  
Oklahoma Gazette  
OKC Streetcar Platform  
OK Sports & Fitness  
The Oklahoman

## SOCIAL REACH

336,000+

Posted on  
Downtown OKC, Midtown, &  
Automobile Alley accounts

#SaintsSantaRun





# 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

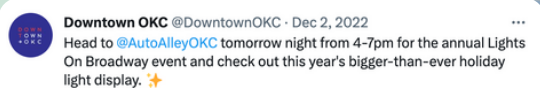
The Oklahoman

## 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

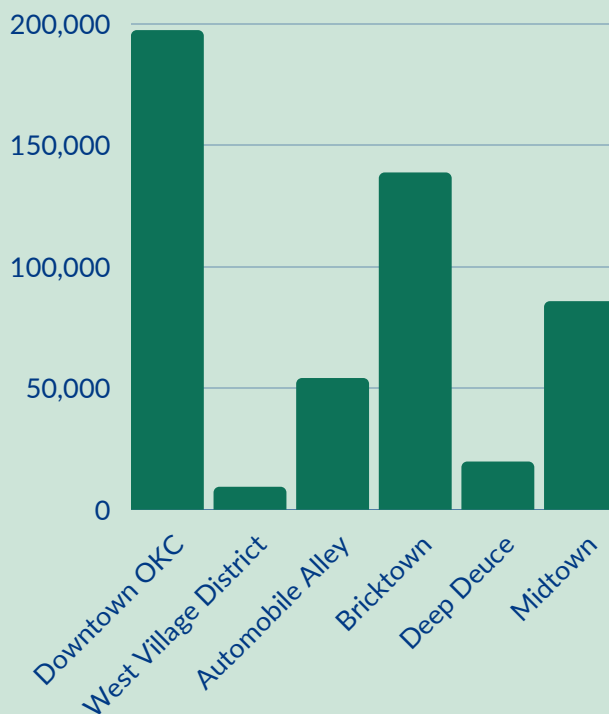


# OUR REACH

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+**

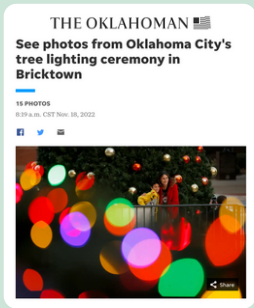
**Average readership  
across 8 media outlets**

Downtown in December ads  
ran November 2022 to  
January 2023

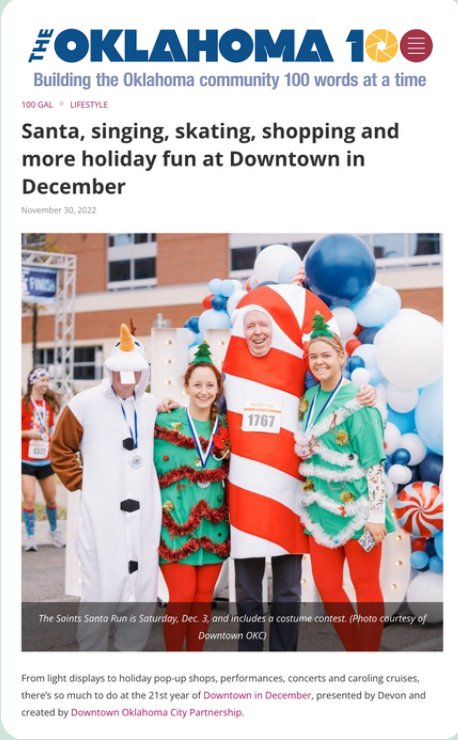
**79.15%**

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





**downtownokc** There is still plenty of time to experience Downtown in December! Visit the link in our bio or head to [downtownindecember.com](https://downtownindecember.com) for a full list of holiday events and attractions.



**visitokc** Downtown in December is a collection of holiday events and attractions that take place in downtown Oklahoma City November through January that you don't want to miss!  
#SeeOKC #DowntownInDecember





# Thank You

*Sponsors & Partners*

Presented by Devon Energy

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



**@DOWNTOWNOKC**  
**DOWNTOWNOKC.COM**

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