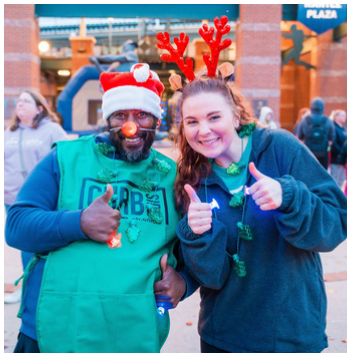




Downtown in December
SEASON REPORT
2023



What a season!



Through the generous support of our sponsors and partners, the 22nd season of Downtown in December presented by Devon helped gather and entertain almost 2 million visitors in the downtown area from the beginning of November to the end of January.

Downtown Oklahoma City Partnership's annual series provided a one-stop-shop for locals and visitors to explore over 30 holiday events and attractions taking place in and around the Downtown Business Improvement District. Many of the attractions were offered for free or at a low cost making them accessible to the entire community.

Downtown OKC's signature events, the Oklahoma City Tree Lighting Festival presented by Heartland and the Saints Santa Run presented by SSM Health St. Anthony Hospital, returned with growing attendance, participation, and enthusiasm.

Other attractions highlighted by Downtown in December include Automobile Alley's Lights On Broadway, Merry Midtown, the Devon Ice Rink, OKC Ballet's *The Nutcracker* and other holiday performances, the Holiday Pop-Up Shops, New Year celebrations, and impressive 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.



Thank You

Sponsors & Partners

Presented by DEVON ENERGY

405 Magazine	Love's Travel Stops
American Fidelity Assurance Company	Lyric Theatre of Oklahoma
AMSHOT	Main Street Parking
Automobile Alley Association	The Melting Pot
BancFirst	MidFirst Bank
Bank of Oklahoma	Midtown OKC
BC Clark	Midtown Renaissance
Bricktown Association	Miracle at Social Capital
Canoo	OG&E
Canterbury Voices	Oklahoma City Ballet
Centennial Landscaping	Oklahoma City Museum of Art
Certified Folder	Oklahoma City Thunder
Communication Federal Credit Union	Oklahoma Shirt Company
Continental Resources	One Set Studio
Corner Energy LLC	Painted Door Gift Boutique
Curbside Chronicle	Phillips Murrah P.C.
DOKC Business Improvement District	Quik Print of Oklahoma City
EMBARK	RCB Bank
Exhibit C Gallery	Renewal by Andersen
Flight	Robinson Park
Fordson Hotel	Rodizio Grill
Gipson Design	SSM Health St. Anthony Hospital
Heartland	The Skirvin Hilton Hotel
HSE Architects, PLLC	Tinker Federal Credit Union
INSURICA	TTCU Federal Credit Union
Johnson & Associates	Visit OKC
Katiebug's Sips & Sweets	Wiggin Properties
Lopez Dorada	



Signature Event

Oklahoma City Tree Lighting Festival

PRESENTED BY HEARTLAND

Sponsored By

Painted Door Gift Boutique, Bricktown Association, Canoo, OG&E, Bank of Oklahoma, Lopez Dorada, Johnson & Associates, and Gipson Design

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.

The 22nd festival took place on Thursday, November 16th, outside of the Chickasaw Bricktown Ballpark on Mickey Mantle Avenue. This year, Downtown OKC added more free community programming including activations by the OKC Thunder and OKC Dodgers, an igloo balloon house, and fun photo ops. Popular attractions like Letters to Santa sponsored by OG&E and photos with Santa also returned. Local artist, Jabee, introduced the evening's performances and entertained the crowd before being joined by Mayor David Holt and Santa Claus to light the tree.

The Bricktown Christmas Tree, which was presented by Painted Door Gift Boutique, received improvements this season including new exterior lights, interior lights, ornaments, and a star topper. Its lighting was enhanced through a partnership with Toucan Productions that allowed it, and the entire event atmosphere, to be bigger and brighter than ever—we even made it snow.

2.8K ATTENDEES

180% overall growth
compared to 2022

YEAR 2
to host the event the
Thursday before
Thanksgiving

STAGE PERFORMANCES

Jabee & DJ Reaper with Ckai Dawson
Lyric Theatre's *A Christmas Carol* Cast
Lyric Theatre's Thelma Gaylord Academy Students
OKC Ballet | RACE Dance Collective
Yúmare Mexican Folkloric Dancers | Hưng Việt Drum Show

ATTENDEE DEMOGRAPHICS

Average Income

66K

Median Income

52K

White 51.2%

Black 17.5%

Hispanic or Latino 19.5%

Two or more races 6.7%

Asian 2.5%

American Indian 2.3%

Other 0.3%

Oklahoma City Tree Lighting Festival

PRESENTED BY HEARTLAND

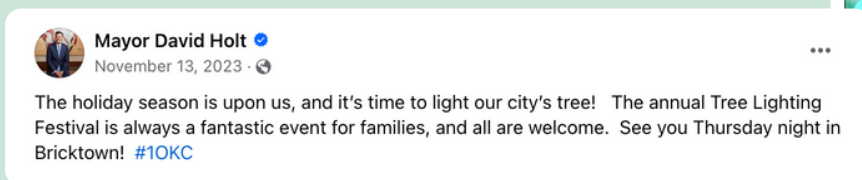
ADVERTISED IN

405 Magazine
Curbside Chronicle
Metro Family
OKC Streetcar Platforms
OKC Talk
The Oklahoman

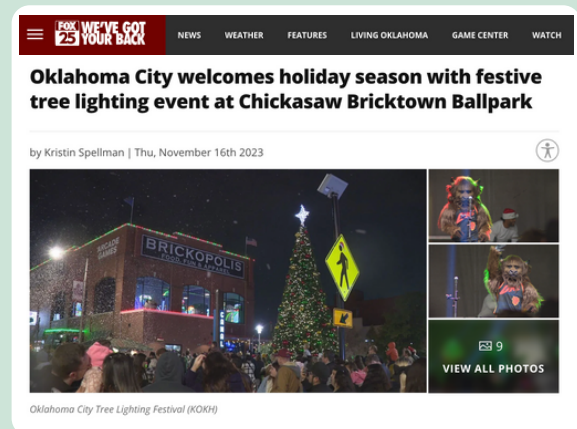
SOCIAL REACH

338,750+

Posted on
Downtown OKC
& Bricktown accounts



#OKCTreeLighting





Signature Event

Saints Santa Run

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

Sponsored By
Midtown OKC, Phillips Murrah, and Oklahoma Shirt Company

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. On Saturday, December 2nd, the Saints Santa Run was 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.

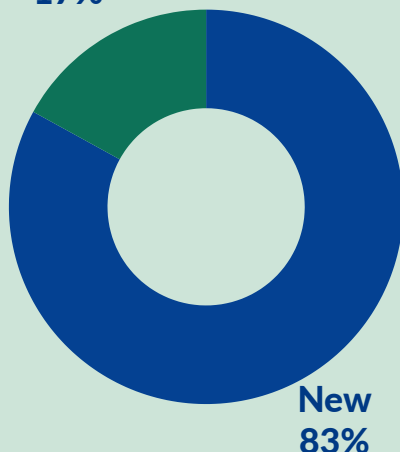
Free programming such as face painting and balloon art, a holiday DJ, milk & cookies bar, and donut truck provided entertainment before and after each race. The Phillips Murrah Hydration Station provided water and treats to participants. A multitude of Santas and holiday costumes filled the event area in anticipation of the annual costume contest, which included a new "Best Pet" category to recognize our loyal canine crowd.

PARTICIPANTS

5K Race: 389
1-Mile Fun Run: 130
Free Kids' Dash: 20

TOTAL: 539

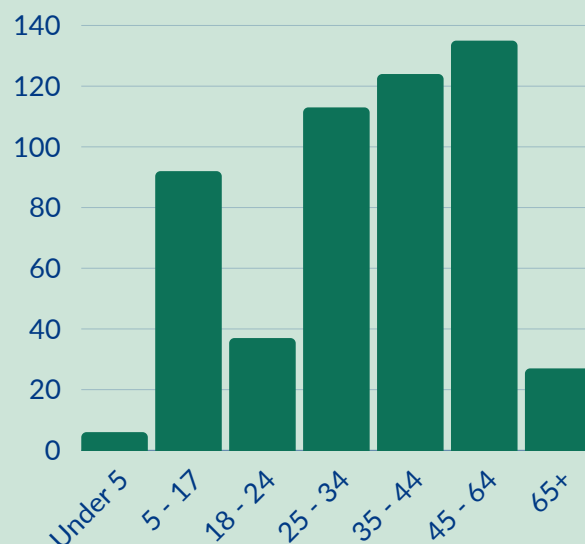
Returning
17%



REPRESENTATION

44 Cities
4 States

AGE GROUPS



\$43,000+

Raised for Downtown Oklahoma City Partnership through sponsorships and registration fees

Saints Santa Run

PRESENTED BY SSM HEALTH ST. ANTHONY HOSPITAL

ADVERTISED IN

Curbside Chronicle
Landrunners
Metro Family
Norman Transcript
OKC Talk
OK Sports & Fitness Magazine
The Oklahoman

SOCIAL REACH

286,700+

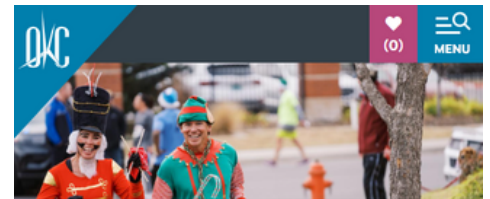
Posted on
Downtown OKC &
Midtown accounts

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Saints Santa Run

Date/Time
December 02, 2023 to December 02, 2023
08:00 AM until 11:00 AM

Description
Features a festive, family-friendly 5K race, a 1-mile fun run, and a free 50 dash. Participants will receive a commemorative Saints Santa Run t-shirt medal, can run to a custom playlist, and dress up in their best costumes to win special prizes. The route will begin and end at SSM Health - St. Anthony Midtown.



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Oklahoma City Laces Up for the Return of the Saints Santa Run

Nov. 07, 2023

SAINTS SANTA RUN
REGISTRATION OPEN

SATURDAY, DEC. 2

- 5K, ONE-MILE FUN RUN, 50-YARD KIDS' DASH
- FACE PAINTING, SNACKS, HOLIDAY MUSIC & MORE

DOWNTOWNINDECEMBER.COM

Midtown OKC is at SSM Health St. Anthony Hospital.
November 27, 2023 · Oklahoma City ·

Come for the run, stay for the party! Saints Santa Run presented by SSM Health St. Anthony Hospital is less than ONE week away! Click the link below and register today! 🎅🏃🏻‍♀️🎁

Downtown OKC Partnership
November 30, 2023 ·

The weather will be warm and sunny this Saturday, perfect for a fun run and after-party! 🌞 Sign up today for the **Saints Santa Run 2023**, presented by **SSM Health St. Anthony Hospital**. Enter to win costume contests for cash prizes, enjoy complimentary drinks and snacks, and listen to festive tunes. See you at the start line! 🎅🏃🏻‍♀️🎁

Racing through the snow: Registration opens for Downtown OKC's Saints Santa Run

by Kayla Lyons
Mon, November 27th 2023

SSM Health St. Anthony Hospital
November 28, 2023 ·

We are so excited to be the presenting sponsor of the Saints Santa Run on our campus this Saturday, Dec. 2 in coordination with **Downtown OKC Partnership**! 🎅🏃🏻‍♀️🎁

Pa... See more

DOKC.ENMOTIVE.COM
Saints Santa Run 2023
This family-friendly winter run invites all ages, and even pets, to downtown Oklahoma City ...

#SaintsSantaRun

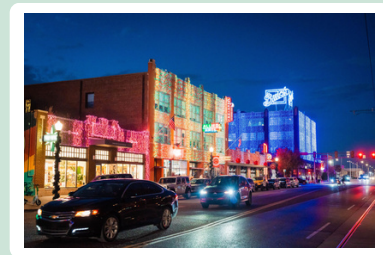
Other Highlights

Lights On Broadway

PRODUCED BY AUTOMOBILE ALLEY ASSOCIATION

The annual Lights On Broadway event and attraction returned for its 8th year this season with over 650,000 LED lights and plenty of winter-themed activities and business promotions throughout the district.

On the first three Saturdays in December, over 18,000 attendees enjoyed family-friendly programming along the sidewalks as they visited local shops and restaurants. The event included photos with Santa, live music, festive performances, free pop-up activities, photo ops, and more. Lights On Broadway continues to be a premier holiday light attraction and highly-anticipated destination for locals and visitors.



Downtown OKC's Santa Tracker

The countdown to Santa sightings downtown returned to the Downtown in December website with Downtown OKC's Santa Tracker. The tracker included 11 events throughout downtown that featured free or low-cost visits and photos with Santa Claus.





Downtown in December Events & Attractions

- American Banjo Museum's Candy Cane Christmas
- ArtAfloatOKC Caroling Cruises
- Canterbury Voices *Handel's Messiah*
- Curbside Chronicle's Wrap Up Homelessness Campaign ❄️
- Deck the Hall of Fame
- Devon Ice Rink ❄️
- Downtown Light Displays ❄️
- First Americans Museum Winter Holiday Art Market
- Holiday Pop-Up Shops ❄️
- John Rex Holiday Lights ❄️
- Katiebug's A Very Vintage Christmas
- Lights On Broadway ❄️
- Lyric's *A Christmas Carol*
- Merry Midtown ❄️
- Miracle at Social Capital
- Mistletoe Market
- Myriad & Bright at the Gardens
- OKC Ballet's *The Nutcracker*
- OKC Community Chanukah Festival
- OKCMOA's Noon Years Eve
- OKCPhil's A Very Merry Pops
- Oklahoma City Tree Lighting Festival ❄️
- Oklahoma Opry Christmas Show
- Red Earth Treefest
- Saints Santa Run ❄️
- Saturdays in December at OKCMOA
- Small Business Saturday ❄️
- The Melting Pot's New Year Celebrations
- The Melting Pot's Ugly Sweater Ladies Night Out
- The Skirvin Hilton Holiday Events
- 'Tis the Season at Scissortail Park



**Event produced or supported
(or organization supported) by
Downtown Oklahoma City Partnership**



"I really appreciated our partnership this season with Downtown In December – I believe this was instrumental in our concert's success on Sunday – with an almost sold out crowd of over 2,100 people!"

KELLY MOORE, CANTERBURY VOICES

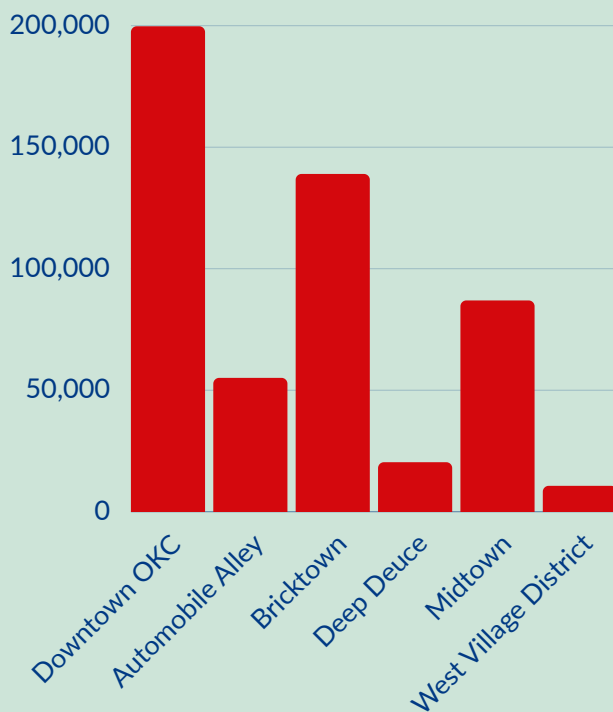


Our Reach

Downtown in December is marketed through digital and print advertising, the event series website (downtownindecember.com), an event program published in the Curbside Chronicle in November and December, posters distributed downtown-wide, and rack cards distributed state-wide.

Downtown in December reaches an audience of over 50,000 through its website, 500,000 through social media, 6,400 through the What's Up Downtown e-newsletter, and 600,000 through editorial.

SOCIAL MEDIA FOLLOWERS TOTAL: 511,000+



1.5% OVERALL GROWTH
in followers from 2023 to 2024

6,427

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

DOWNTOWNINDECEMBER.COM

352,100+

Website Hits

56,500+

Unique Users

8,400+

Returning Users

WEBSITE USERS

Oklahoma City 12K

Dallas 9.5K

Norman 1.3K

San Antonio 1.3K

Edmond <1K

AD EXPOSURE

3,098,420+

**Average readership &
potential digital reach
across 7 media outlets**

Downtown in December
ads ran October 2023 to
December 2024

"Springtime becomes the holidays for us," says Nakayama. "It's not just about the Downtown OKC Partnership or our focused initiatives; it's about bringing our community together and promoting all the wonderful holiday programming for our businesses, theaters, restaurants and retailers."

Looking Ahead

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

It was a wonderful season downtown as we celebrated the 22nd year of the series, promoted over 30 community events and attractions, and saw the return of many long-standing traditions while creating new memories.

With your support, over **\$330,000** 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.

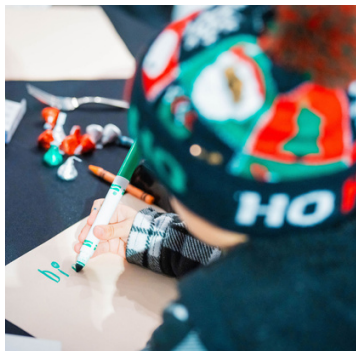
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Thank
you!



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