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FY 2023 - 2024
ANNUAL REPORT





“The future of downtowns will require leadership and, most importantly, civic partnership at all levels. The era of single-use urban centers is no longer, and cities of diverse mixed-use — with inclusive housing serving all residents, visitors, and businesses at every level — will succeed.”

—David Downey, President and CEO, International Downtown Association.
Downey was keynote speaker at Downtown Tulsa Partnership’s first annual meeting in September 2023.

EVERYONE'S NEIGHBORHOOD

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Dear Downtown Partners,



It's with great enthusiasm that we share the Downtown Tulsa Partnership's Annual Report for Fiscal Year 2023-2024, which captures the spirit and achievements that have marked an exceptional year for our organization and vibrant neighborhood. As we reflect on the past year of our work, it's clear that Downtown Tulsa has been a canvas of growth, innovation, and collaboration.

Over the last year, we piloted and created community-centered, inclusive, and accessible activities and programs to meet the ever-changing needs of Downtown Tulsa, including:

- ★ Launching a farmers market to introduce fresh food and produce to Downtown residents and workers while providing much-needed activity in Chapman Green.
- ★ Creating a new Outreach Coordinator position embedded within our Ambassador Team to refocus our role in providing direct support to make homelessness rare, brief, and nonrecurring in our community.
- ★ Providing pop-up retail opportunities for BIPOC entrepreneurs to test brick-and-mortar storefronts, leading to four permanent Downtown businesses.
- ★ Developing an action plan called Downtown Tulsa Forward that will allocate public tax increment financing (TIF) resources to make needed improvements in our public realm.

This work and more undertaken by DTP continues to be recognized and replicated by peer organizations across the country. 2024 marks the fourth consecutive year that our initiatives have earned Awards of Excellence from the International Downtown Association and a jury of peers. In the three years since DTP's founding, we've made significant progress in building this organization and the types of services you, our stakeholders, should expect from us.

Throughout this report you will see data and read testimonials from respondents of our Annual Community Survey conducted earlier this Summer. Feedback from this survey expresses the ways in which our programs and services are received and perceived by community stakeholders, and it helps our team fine-tune our approach to improving Downtown Tulsa. According to survey data, satisfaction of DTP's safety and hospitality services increased 15 points compared to 2022, and satisfaction with DTP's communications and information sharing among stakeholders increased 23 points over 2022 results.

We are at an inflection point, a time to identify the type of Downtown we want to become and commit to the work our community must undertake to get there. Our dedicated and engaged board of directors and staff are excited to build on successes from the last year, and to implement new ideas and services to continue Downtown's transformation.

Thank you for your continued support of DTP as we collaborate to address our neighborhood's emerging challenges and greatest opportunities. Together, we are moving Downtown Tulsa forward.


Brian Kurtz
President & CEO


Elliot Nelson
Board Chair

Watch DTP's
FY23-24 recap
video here:



Namastreet Downtown Yoga gathered more than 300 people on Boston Avenue to celebrate the Summer Solstice and International Yoga Day.

Clean & Safe Operational Services

THE Downtown Tulsa Ambassador program is one of DTP's cornerstone initiatives. This team operates seven days a week to ensure that our Downtown is consistently clean and welcoming. Whether serving on the Hospitality & Safety or the Cleaning & Maintenance teams, our Ambassadors work tirelessly to create a thriving environment for all who live, work, and visit Downtown Tulsa.

Last year, 15 Ambassadors worked in the public realm each day to enhance the appearance and safety of Downtown Tulsa streets, sidewalks, and public spaces, and to supply helpful information to Downtown visitors, residents, and workers. Safety & Hospitality Ambassadors provide extra eyes and ears on our streets to observe and report concerns or issues to authorities as well as provide directions, information, safety escorts and checks, and a friendly greeting walking down the street. Our Cleaning & Maintenance Ambassadors serve Downtown by removing trash, litter, graffiti, and stickers; pressure washing; and beautifying Downtown.

602,041
Pounds of Trash Collected

2,748
Graffiti Tags Removed

4,479
Hospitality Contacts

13,048
Welfare Checks

193
Safety Escorts

"I was elated to see the Ambassador program. With my own eyes, I have seen an improvement in cleanliness throughout Downtown."

—Joey, Downtown Employee

"I constantly see their team working (seven days a week!) Downtown. I can't imagine what Downtown would look like without their Ambassadors."

—Downtown Resident

"DTP has a fabulous group of Ambassadors. I truly feel like they are always putting Tulsa's best foot forward every time I've engaged with them or seen them engage with others."

—Krystal, Downtown Employee

Homelessness Outreach

Although eradicating homelessness is not DTP's direct mission, homelessness is an issue that affects Downtown Tulsa every day. Through our involvement with Housing Solutions, the lead agency of A Way Home for Tulsa, and other partners, DTP seeks to do its part to serve those experiencing unsheltered homelessness Downtown.

To expand these efforts, in June 2023 DTP launched a pilot Outreach Program through a grant from Ascension St. John. As part of the Downtown Ambassador team, DTP's Outreach Coordinator works directly with those experiencing unsheltered homelessness in Downtown Tulsa. Despite the complex issues leading an individual to become or remain homeless, our Outreach Coordinator met individuals' immediate needs and connected them with available resources, leading several in FY23-24 to seek housing and rehabilitative support services.

To assist in this work, DTP developed citywide guides to community resources and hot meals, and our Downtown Ambassadors passed these materials out daily to individuals experiencing homelessness and to businesses who wished to provide support.

Download Guides Here



2,691
Individuals Engaged

2,000
Resource Guides Distributed

"I think you guys are doing a great job of representing Downtown Tulsa, both to locals and those visiting. Every time I have engaged or witnessed someone engaging with one of the Ambassadors, I have felt proud of the work they are doing and their respect for everyone."

—Downtown Employee



Public Safety

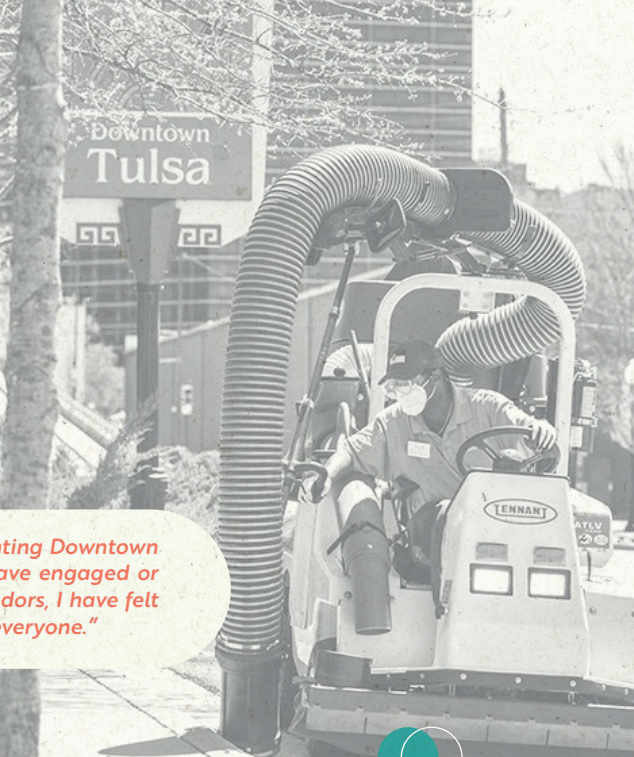
In FY23-24 DTP co-hosted with the Tulsa Police Department's Gilcrease Division quarterly public safety forums for Downtown business owners, workers, and residents. Held at Downtown's Central Library, the forums allow TPD and partners to provide information about Downtown, including statistics and trends, and enable participants to share feedback and ask questions.

As TPD evaluates the creation of a fourth police division in Downtown, DTP participated in and helped spread the word about public meetings to gather feedback for the department's Downtown Division Feasibility Study. DTP fully supports the creation of a fourth police division centered on Downtown to meet the ever-changing needs of our neighborhood.

MOVING FORWARD:

Program Expansion: DTP will seek sustainable funding sources to expand the Cleaning and Safety Ambassador teams to meet the needs and demands of Downtown Tulsa.

Employment Partnerships: We will further explore workforce development pipelines with partner organizations and agencies to create pathways to employment on our operational teams for individuals transitioning through common barriers to employment.



Public Realm Improvements & Management

Williams employees painted the Main Street Bridge as part of the company's national volunteer initiative in May 2024.

Our FY23-24 Impact



64
Trees Planted

222
Trees Pruned



64
Trees Fertilized



50
Damaged, Dead Trees Removed



333
Planter Beds & Pots Watered



827
Flats of Flowers Planted



MOVING FORWARD:

Lighting Improvements: Following a pilot in the Greenwood District, DTP electricians are retrofitting streetlights in Greenwood and the Arts District to replace aged LED light heads that do not produce enough light. This retrofit using stock components is a 55% cost savings over full head replacement and produces higher lumens output for added safety.

Tree Care: With Up With Trees, we will continue tree care and planting to increase the presence and health of Downtown's tree canopy in an effort to increase shade production to make our streets and sidewalks more walkable.

THROUGH our services agreement with the City of Tulsa, DTP manages parts of Downtown's decorative streetlight system, as well as street medians, street trees, and planters that create a pleasant, more walkable Downtown environment. Our partnership with Downtown contractor Up With Trees ensures the neighborhood's trees are trimmed and fertilized regularly and treated for pests and diseases.

Our public realm efforts were supported by 25 Williams employees who joined our Ambassadors in May 2024 to paint 2,400 linear feet of railings along the Main Street

Bridge. This project was part of the company's national volunteer initiative and improved the look of a common thoroughfare just in time for Mayfest, one of Downtown's most well-attended festivals.

Through its Ambassador team, DTP offers banner placement services on more than 150 streetlight poles throughout Downtown. This high-visibility opportunity is available for a fee for Downtown community events that are free and open to the public. In FY23-24, more than a dozen events were promoted on Downtown banners, adding vibrancy to the public realm.

Marketing & Promotions



DTP continues to increase its visibility in the community through various marketing efforts that “tell our story” and inform Downtown businesses, workers, residents, and visitors of our impact.

Data from DTP’s 2024 Annual Community Survey demonstrates that Downtown stakeholders have a better understanding about DTP’s functions and services than in the previous two years. However, there is much work to be done; one-third of respondents had still not heard of DTP prior to taking the survey.

Our FY23-24 Impact

103,000+
Annual Website Visitors

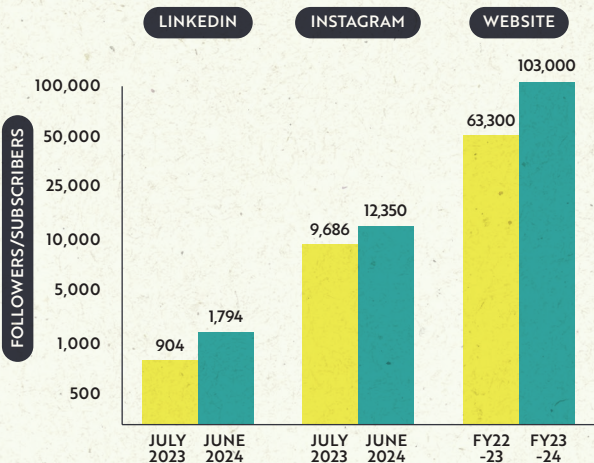
\$723,667
Publicity Value of Earned Media for the Benefit of Downtown

“ I love DTP! The Ambassadors take care of our park, sidewalks, and help with keeping the Downtown area clean, while the organization has brought new life to Downtown with the Midweek Market, Namastreet Downtown Yoga, and Pop-Up Shops.”
—Sarah, Downtown Employee

OVER THE PAST THREE YEARS:

The percentage of respondents who have a good understanding about DTP’s functions and services nearly doubled
12% → 23%

The percentage of respondents who have heard of and know a little about DTP grew from
50% → 74%

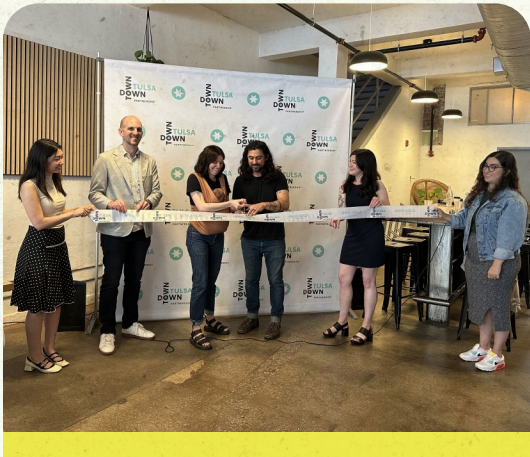


Downtown Days of Wonder

DDOW is a collaborative campaign to attract locals and visitors to Downtown Tulsa during the holiday season. DTP manages a holiday website, DowntownDaysofWonder.com, with Downtown events and other relevant holiday information. DTP installs traditional snowflakes on many of Downtown’s light



poles, and tree lights have gone up in Chapman Green and along Boston Avenue and Main Street from 3rd to 6th streets in the Deco District. The FY23-24 DDOW campaign will be recognized in September 2024 with a Downtown Achievement Award of Excellence from the International Downtown Association.



DTP partnered with Coracle Coffee in May 2024 to welcome the business to Downtown.

DTP hosted a press kickoff for Downtown Days of Wonder partners at Hyatt Place in November 2023.



MOVING FORWARD:

Wayfinding: DTP will install new pedestrian maps on 14 existing pedestals throughout Downtown, replacing outdated or missing maps and improving wayfinding and walkability. The base map design will also be utilized as a new marketing resource for our Ambassadors providing wayfinding assistance to Downtown visitors.

Business Engagement: DTP will continue to identify opportunities for engagement with Downtown businesses. Our first ribbon cutting for Downtown coffee shop Coracle in May 2024 has led to additional requests for ribbon cuttings, giving the organization a new platform to celebrate and elevate the stories of small businesses, which drive economic growth, foster local connections, and contribute to Downtown’s unique cultural fabric.

Community Activities

NEW relationships with community partners and sponsors made FY23-24 a year of growth for DTP Marketing & Events. The team piloted several new community events in support of DTP's strategic goal to activate Downtown through programs and experiences that engage Tulsa's diverse community.

Intern Appreciation Day

DTP partnered with early-stage investment firm Atento Capital to launch the first Intern Appreciation event at Atento's Downtown office. The event celebrated Tulsa's hard-working interns while providing them an opportunity to network with some of Downtown's largest employers. More than 75 interns participated in the event, which featured games, food, and beverages for interns of all ages.

Annual Meeting

DTP held the organization's first Annual Meeting featuring keynote speaker David Downey, President and CEO of the International Downtown Association (IDA). DTP, a member of IDA, used the meeting as an opportunity to highlight its impact since the organization's incorporation in 2021 as detailed in the organization's first annual report, published in September 2023.



Downtown Tulsa Midweek Market



Chapman Green Programming

Chapman Green is an underutilized public park in Downtown's business district at 6th & Main. In partnership with the City of Tulsa, DTP is committed to activating the park as a dynamic center of culture and community. In FY23-24, DTP implemented seasonal, weekly programming at the site:

- ★ **Downtown Midweek Market** DTP piloted a 10-week farmers market in Fall 2023 with the dual purposes of increasing access to fresh food and bringing more foot-traffic to the central Downtown neighborhood. Vendors were selected to provide unique offerings that complement Downtown's existing business composition. A successful pilot season informed DTP's launch of a permanent market in April 2024, which continues weekly through October 2024.
- ★ **Film Night in the Park** DTP partnered with Experience Tulsa to host an October 2023 film night for dozens of families on the Green. To complement the "Hocus Pocus" viewing on a giant, inflatable screen, the event also featured free popcorn and vendors selling themed mocktails, beer, and freeze-dried candy.

Curbside Haiku

This temporary public art initiative activates Downtown's public right-of-way and celebrates the neighborhood's vibrancy and inclusivity. In its third year, a call to the public to submit short poems called haiku resulted in 155 entries from people of various ages, a 40% increase over FY22-23 participation. Downtown partners Magic City Books and the Woody Guthrie Center selected 10 haiku winners and, following a first-time public call for art, DTP commissioned local artist Jessica Newman to design a backdrop for the poetry. For the first time, DTP partnered with MCB for a public block party to celebrate local authors of all kinds. The event provided a platform for Curbside Haiku winners to read and be recognized for their work.

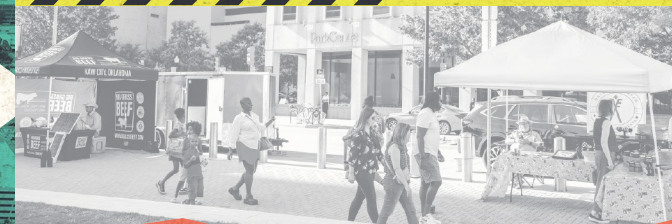


Namastreet Downtown Yoga

DTP's annual "yoga in the street" event closes a portion of South Boston Avenue for public yoga and meditation to celebrate the Summer Solstice. Over 300 participants attended the June 2024 event, a 217% increase in attendance over the previous year. DTP partnered with Downtown yoga studio Updog Yoga with significant sponsor support from local and national brands. Event festivities included a live performance from local musician Donny Vinn and food sales from Downtown vendors.

"DTP is already doing such an incredible job at providing numerous, cost-effective, accessible events for anyone interested in spending time Downtown! As a new Downtown resident, it has been absolutely amazing to walk out of my door and find so many great things to do!"

—Nick, Downtown Resident



MOVING FORWARD:

New Programming: Guided by feedback from the 2024 Annual Community Survey and DTP's Marketing & Events Committee, the organization will continue to explore ideas for activating Downtown in ways that meet the needs of our community. For example, DTP will launch the first 918 Day Festival on September 18, 2024, in support of DTP's mission to champion a prosperous, vibrant, and inclusive Downtown. Held at Chapman Green, the festival will honor the cultural arts of Tulsa's many vibrant ethnic and racial communities.

Research: Data is essential in determining the impact and direction of Community Activities. In FY23-24, our team implemented post-event surveys for every event and activation, and FY24-25 will see that collected feedback put into practice, ensuring we are serving our stakeholders well and delivering relevant activities that draw visitors to Downtown.

Planning & Economic Development

FY23-24 was a transformative year for the Planning & Economic Development division, marked by our commitment to quality urban planning, expanded economic development services, and making Downtown Tulsa a world-class urban center. We focused on plan development, design, community engagement, and project management to drive our initiatives forward. The launch of the Downtown Tulsa Forward: Strategic Investment Plan will guide Downtown's transformation over the next decade and is a milestone for our organization's capacity to deliver quality urban planning services.

Downtown Tulsa Forward: Strategic Investment Plan

Together with PartnerTulsa and the City of Tulsa, DTP developed the first Downtown-wide planning effort in 14 years. Downtown Tulsa Forward was created to provide a structured approach to leveraging Tax Increment Financing (TIF) revenues for public realm improvements while identifying catalytic and transformative improvement projects for Downtown Tulsa over the next 10 years. This plan serves as a framework for guided and strategic investment throughout Downtown to support the continued growth and development of Tulsa's economic and cultural center through 41 specific, curated projects.

Access
Plan Here



Downtown Tulsa Forward

300+

Individuals Engaged

41

Capital Investment
Projects Recommended to
Grow Downtown Tulsa

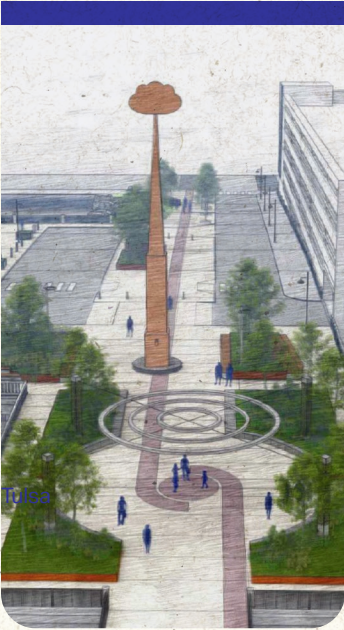
Guides
\$28+
MILLION
in Public Realm
Investment

Public Space Redesign

Efforts to design well-planned, attractive, and functional public areas are aligned with DTP's goals to foster a sense of community, improve safety, and boost the overall livability of everyone's neighborhood. The Planning & Vitality team made progress on design efforts to improve three significant public spaces in Downtown: The Center of the Universe, Legacy Park, and Chapman Green.

Center of the Universe, Phase II

Redesign efforts for the above-deck area of the Boston Avenue Bridge, known as The Center of the Universe, began in 2022. Upon completing a conceptual design in FY23-24, schematic design and construction document preparation continued into FY24-25. Working with Downtown architecture firm Narrate Design, the beloved



landmark is set to be transformed into a world-class public plaza and gathering space with updated native landscaping, seating, shade, and a wider, more prominent central pathway across the historical Downtown connector.

"After learning about DTP and reflecting on the previous few years, my impression of DTP is that this organization is dedicated to improving Downtown Tulsa. I can see the difference being made. Ten years ago Downtown was pretty bland, and now it's really fun to work Downtown because there is always a lunch activity or after-work activity I can do."

—Bailey, Downtown Employee



Legacy Park & Chapman Green

DTP made progress with community engagement and conceptual redesign efforts for two urban park spaces in partnership with the City of Tulsa and local landscape design firm PDG. Since their initial construction, Chapman Green in the Deco District and Legacy Park in the Tulsa Arts District have struggled to maintain consistent utilization and foot traffic, and are increasingly used only for pet relief and recreation. With over 1,000 new housing units planned for Downtown, adding comfort amenities for both dogs and humans will protect these public assets and ensure their long-term viability and usability for the surrounding neighbors and visiting Tulsans.

POP ★ UP DOWNTOWN

Pop-Up Downtown

In its second year, the Pop-Up Downtown program continued to bolster the growth of local businesses in Downtown Tulsa. Over the FY23-24 holiday season, six local businesses popped up around Downtown to operate concepts ranging from vegan makeup and custom eyewear to freshly baked bread. The program grew this year to provide fully-subsidized leases, valuable mentorship, and marketing and business development support for all participants. Feedback highlighted the program's positive impact on business exposure and readiness for future growth, and three of the participating businesses are continuing their tenancy Downtown today.



Pop-Up Downtown participants Kim Roxie of LAMIK Beauty and Breanna and Lawrence MacAlpine of Sourdough Tulsa (top right)

100%

BIPOC
Entrepreneurs

50%

of Participating
Businesses Remain
Downtown

\$22K

in Earned Revenue
for 6 Businesses
Over 9 Weeks

"DTP is a well-run, professional organization that prioritizes improvements to Downtown and advocates for businesses and residents in Downtown. Since its creation, the promotion of downtown has improved significantly, and Tulsa is on pace with other communities our size and larger."

—Visitor to Downtown

// DTP is a great asset to Tulsa and has very much improved the Downtown experience."

—Jenna, Downtown Employee

80% of Downtown residents say they would participate in a neighborhood group or association

2024 DTP Annual Community Survey

Office Conversion Study

With support from the Anne and Henry Zarrow Foundation and George Kaiser Family Foundation, DTP and PartnerTulsa engaged Gensler Architects to perform an analysis of 20 Downtown properties to understand their potential to convert from office to residential use. Understanding office conversion capacity in Downtown is crucial for meeting housing needs, as it enables the efficient repurposing of underutilized office spaces into much-needed residential units. By analyzing floor plans, building structures, and real-time real estate and construction data, the potential for office-to-residential conversion was evaluated using Gensler's residential conversion compatibility assessment program. The study identified nine properties as prime candidates for conversion and another nine as possible candidates, highlighting their potential for successful adaptation with minimal to moderate compromises.

ChangeLab Solutions Housing Cohort 2.0

In collaboration with PartnerTulsa and the City of Tulsa, members of the Planning & Economic Development team engaged in a yearlong peer research project on the feasi-

bility of land banking in and around Downtown. The research project, which provided legal consultation from ChangeLab Solutions out of Oakland, California, focused on how land banking could support Tulsa's affordable housing goals as well as the community wealth building and land ownership goals outlined in the Kirkpatrick Heights Master Plan. The team engaged with peers across the country who are working through their own local housing challenges and contributed to a final report outlining how land banking could be rolled out in and around Downtown Tulsa.

Downtown residents continue to show pride and interest in staying in their neighborhood; 29% indicate they intend to live Downtown for 10+ years.



State of Downtown Tulsa

Over 150 Downtown stakeholders gathered in April 2024 for the unveiling of DTP's annual State of Downtown Tulsa report. With the theme "A Downtown in Transition," the second annual publication is a collection of internal and third-party data and metrics helpful for understanding the health and opportunity of the Downtown economy. Attend-

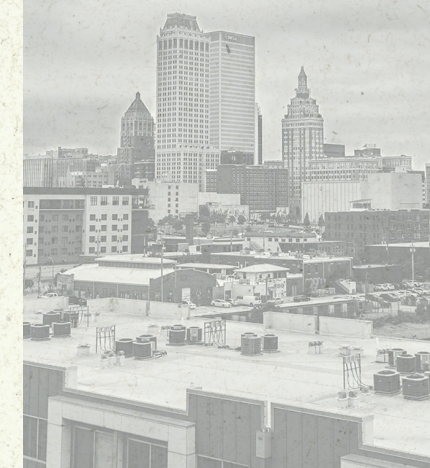
ees heard from Richard Florida, a world-renowned urban theorist, whose recent work focuses on tech innovation and investment in mid-size cities across the United States. The annual event and report release comprise a public opportunity to showcase DTP's evolving role as a "one-stop-shop" for high-quality, up-to-date research on the vitality of Downtown Tulsa.

MOVING FORWARD:

Center of the Universe Construction: As DTP continues work to finalize design of the public space, more details will be shared in the coming months as construction is expected to commence following completion of the bridge rehabilitation project in 2025.

Harvard Business School Research Project: DTP will support socioeconomic research on neighborhood revitalization.

Downtown Resident Association: One of the goals of Downtown Tulsa Forward was to engage Downtown residents in their desire to organize and advocate through a neighborhood association or other formal group. Throughout the planning process, while neighbors provided insight on needs and projects for Downtown, they also weighed in on how and why they would like to be better involved in their neighborhood. Over two public surveys, interest remains strong for participation in an association of Downtown residents. In FY24-25, DTP will support meetings, organizing, and capacity building of a Downtown Neighborhood Association to support residents in their goals of being more connected, informed, and impactful in their neighborhood.



Management & Administration

// DTP collaborates with businesses, government agencies, and community stakeholders to achieve its goals of making Downtown Tulsa a desirable place to live, work, and visit.”
—Jackie, Downtown Resident

DTP'S primary funding source in FY23-24 remained the Tulsa Stadium Improvement District – Services collections and prior fund balance allocations. As a 501c3 nonprofit organization, DTP also solicited and received grants and in-kind support totaling \$338,000 to fund operations, programs, and services in both FY23-24 and FY24-25. Supporting entities include:

- ★ Anne and Henry Zarrow Family Foundation
- ★ Ascension St. John Foundation
- ★ The Commemoration Fund
- ★ George Kaiser Family Foundation
- ★ Tulsa Arts Commission / City of Tulsa / Tulsa Planning Office
- ★ Tulsa Service Year

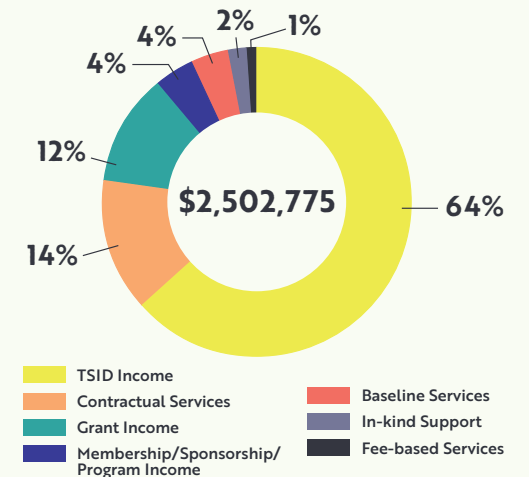


From left to right, DTP team members Cassie Williams, Daniel Jackson, Morgan Phillips, Brian Kurtz, Jacob Gatlin, Debra Edwards, and Emily Scott

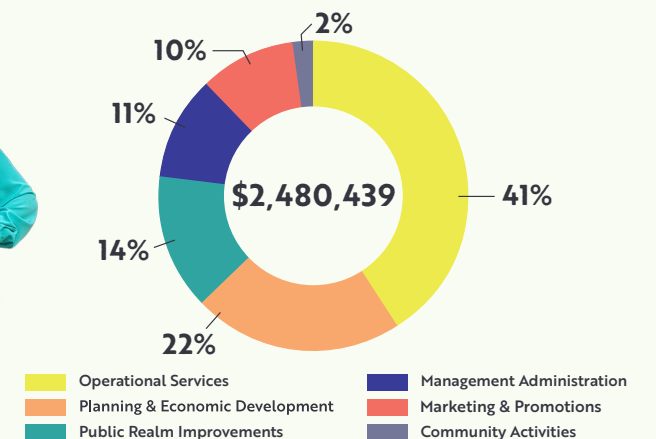
Team DTP

New members joined the DTP team in FY23-24, taking on the roles of Operations Manager and Marketing & Events Coordinator. We were also awarded a fellowship position in May 2024 through Tulsa Service Year, focusing on community engagement initiatives, research, and data. Each member of our team brings with them unique skills and passions that align with our mission to create a prosperous, vibrant, and inclusive Downtown Tulsa.

FY23-24 REVENUE



FY23-24 EXPENSES



DTP staff participated in multiple professional development opportunities last year, including the International Downtown Association's 2023 Annual Conference and the American Planning Association's 2023 National Planning Conference. DTP's Director of Marketing & Experience was selected for the IDA's Emerging Leader Fellowship, a week-long experiential program for IDA professionals from within the urban district management industry. She also contributed to the IDA's Top Issues Council program by co-authoring a white paper on scalable innovations in placemaking, a primer for developing creative initiatives and programming in small to mid-sized communities.

DTP thanks the following founding members for their support in FY23-24:

- 110 W 7th LLC/Robinson Park
AEP/PSO
Amtra Capital Partners
Atento Capital
Atlas School
BOK Financial
Capital Homes Residential Group LLC
Community Care of Oklahoma
Crowe & Dunlevy
Cyntergy
Frederic Dorwart Lawyers PLLC
GableGotwals
GH2 Architects
Griffin Media
Hall Estill
KKT Architects
- Langdon Publishing / TulsaPeople
McNellie's Group
Metropolitan Tulsa Investments LLC
Nabholz Construction Corporation
Narrate Design
Neek Films LLC
Phillips Theological Seminary
Poppi Spa and Lounge
Promise Hotels
RumbleDrum LLC
Topeca
Tulsa Arts District
Tulsa Community College
Updog Yoga
Wallace Design Collective
Williams



To become a member of Downtown Tulsa Partnership, visit
DowntownTulsa.com/about/downtown-tulsa-partnership/dtp-membership

“The Downtown Tulsa Partnership plays a crucial role in the ongoing development of Downtown Tulsa. Their dedication to economic growth, cultural enrichment, and community engagement is commendable. With continued focus on inclusivity and infrastructure improvements, they can further elevate the Downtown experience for everyone. We are eager to help Downtown Tulsa grow; that’s why we expanded our business to Tulsa from the Gulf States.”
—Marié, Downtown Business Owner

Membership

This year DTP launched its membership program, which provides companies and individuals new opportunities to engage with Downtown businesses and stakeholders while increasing the organization’s capacity to enhance Downtown programs, events and experiences, including expanded Clean & Safe programs and business support services.



Left, Emily Scott, DTP’s Director of Planning & Vitality, accepts a Downtown Achievement Award at the 2023 International Downtown Conference in Chicago.

Downtown Achievement Award of Excellence

In September 2023 DTP received a Downtown Achievement Award of Excellence for its 2022 Pop-Up Downtown pilot program from the International Downtown Association at its international conference in Chicago. The award acknowledges an excellent response to an urban place management challenge and application of industry knowledge. Total program impact to date is over \$49,000 in revenue earned by 14 participating businesses. This marked the fourth Award of Excellence bestowed on DTP since launching in 2021.

MOVING FORWARD:

- Data Management:** DTP will utilize a new Customer Relationship Management (CRM) platform to manage contact lists, event registration, and community engagement, making our outreach more efficient and effective.
- Fundraising:** To enhance revenue that will fund the expansion of programs and services, the organization will engage a local fundraising consultant to help guide communication strategies around DTP membership and sponsorship.



Our People

FY23-24 Downtown Tulsa Partnership Board of Directors

- Chair: Elliot Nelson, *McNellie's Group*
Vice-Chair: Chip Gaberino, *Topeca Coffee*
Treasurer: Marc Maun, *Bank of Oklahoma*
Secretary: DeAnn Johnson, *Williams Terry Ball, Mayor's Designee**
Holly Becker, *Philips Theological Seminary*
Laura Bellis, *Tulsa City Council District 4**
Tom Biolchini, *Vast Bank*
Chris Bumgarner, *Boston Avenue Management*
Venita Cooper, *Arbit*
Curtis Dinan, *ONE Gas*
Gordy Guest, *Cyntergy*
Vanessa Hall-Harper, *Tulsa City Council District 1**
Tiffini Jackson, *PSO*
Karen Keith, *Tulsa County Commissioner**
Brian Kurtz, *Downtown Tulsa Partnership**
Melissa Pasha, *GableGotwals*
Pete Patel, *Promise Hotels*
Sean Weins, *Tulsa Community College*
Bill White, *Historic Greenwood Main Street*
*Denotes Ex-Officio Member

FY23-24 Tulsa Stadium Improvement District Advisory Committee

- Chair: Brian Elliot, *Sharp Development*
Libby Billings, *Elote Cafe & Catering*
Thomas Carlson, *Carlson Development Group*
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

- Debra Edwards, *Office & Finance Administrator*
Jacob Gatlin, *Operations Manager*
Brian Kurtz, *President & CEO*
Daniel Jackson, *Tulsa Service Year Fellow*
Morgan Phillips, *Director of Marketing & Experience*
Emily Scott, *Director of Planning & Vitality*
Sophia Ton, *Data & Programs Coordinator*
Cassie Williams, *Marketing & Events Coordinator*



Shoppers visit vendor booths at the Downtown Tulsa Midweek Market.