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# Kendall Whittier Main Street

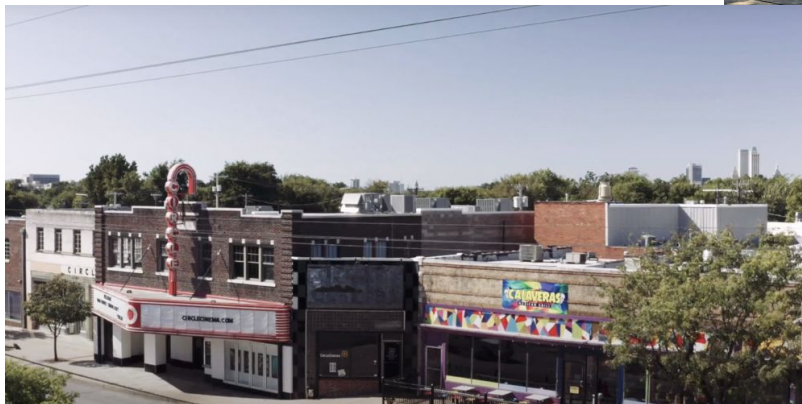
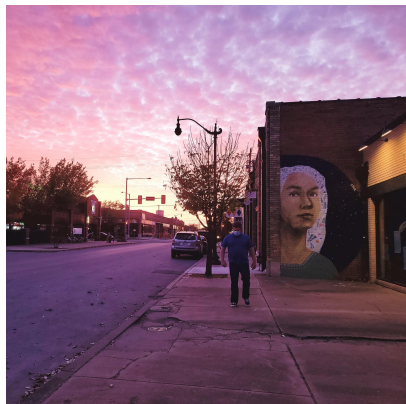
— reviving a cultural district —

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# Where are we talking about?

- ~3 miles east of downtown
- Centered at Admiral & Lewis
- Extends roughly 1 mile in every direction
- Culturally diverse (30% Hispanic)
- Population: 14,000



# A little bit of history

- Tulsa's first suburban shopping district
- Neighborhoods developed around streetcar
- Arose along original alignment of Route 66 (1926-1932)
- Thriving district through 30s-40s
- I-244 created a freefall in late 1960s
- Became Tulsa's "red light district"
- Kendall Whittier Main Street entered the scene in 2010



# Enter: Kendall Whittier Main Street

Volunteers rolled up their sleeves to transform the district the right way.

- Started in 2010
- 501c3 nonprofit
- Transformation through national Four-Point Approach
- 30% occupancy > 100% occupancy
- Named 2020 Great American Main Street & Oklahoma Program of the Year



<https://youtu.be/3fKjLLxMKfg>

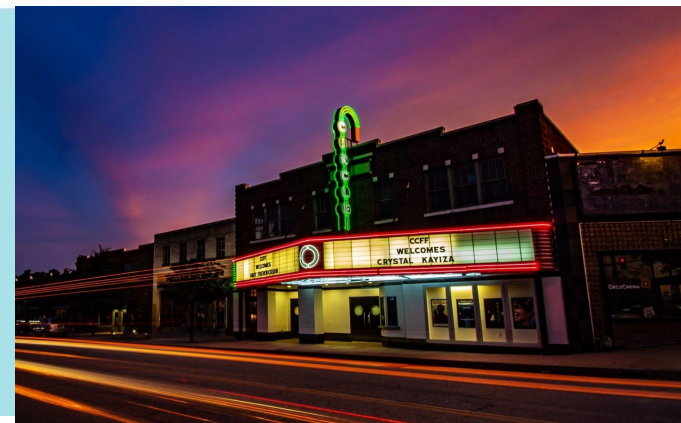
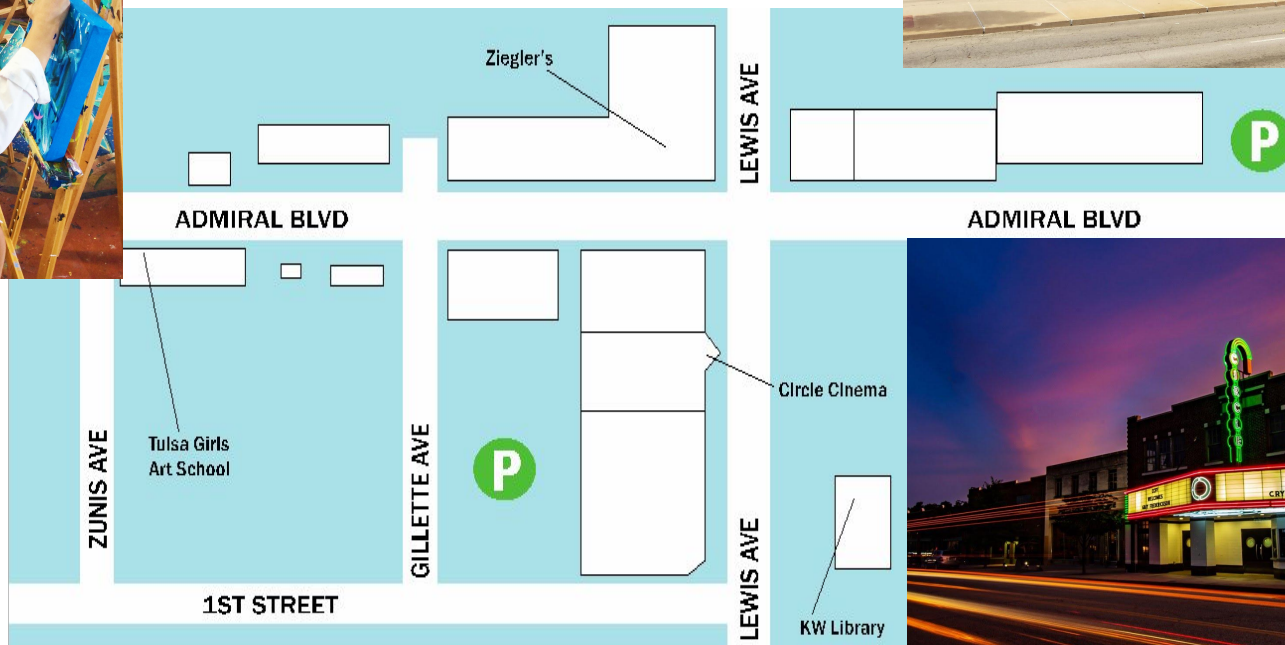


# Mission

KWMS – nestled in one of the most diverse neighborhoods in Tulsa – fulfills its mission ***to promote and restore Kendall Whittier as a thriving, walkable and welcoming community for living and working***, by providing leadership and volunteer opportunities for all who want to participate in the district's revitalization.

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# Transformation Strategy

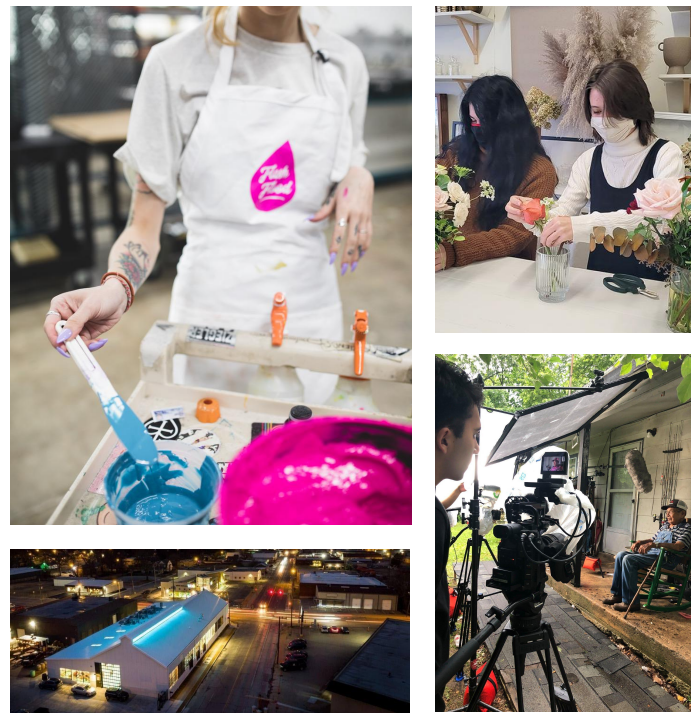


# Transformation Strategy

Arts and Culture District



A Makers District



# Four-Point Approach



# Organization

- Fundraising
  - Friends of Kendall Whittier
  - Event Sponsorships
  - Charitable contributions
- Friendraising
  - Volunteers
  - Committee & Board members
- Diversity, Equity, Inclusion & Accessibility
  - New committee!
  - Focused on inclusive growth
  - COVID-19 vaccines

2021 event sponsorships now available

## Kendall Whittier: Where *community* and *fun* meet

Without our sponsors, Kendall Whittier Main Street would not be able to host free and fun family-friendly events that provide safe spaces for the community to gather and that attract new audiences to the ever-evolving Kendall Whittier District.

BECOME A SPONSOR





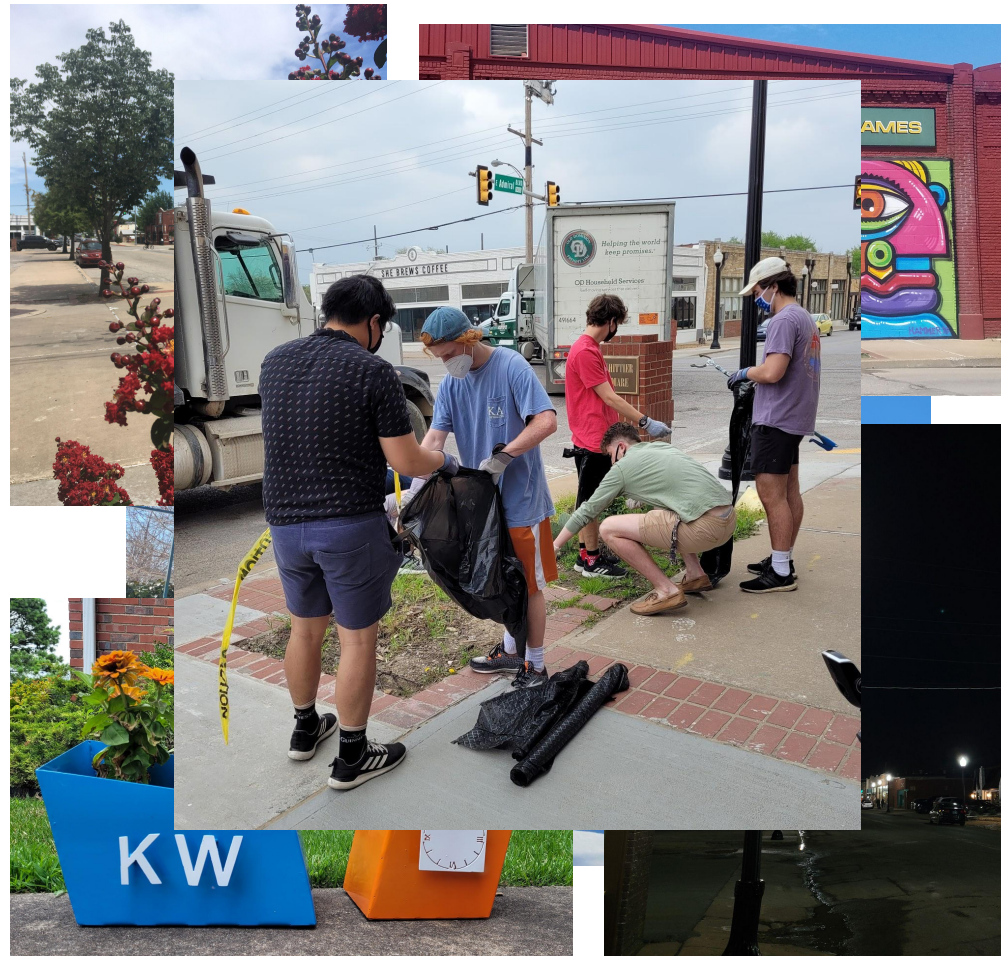
# Economic Vitality



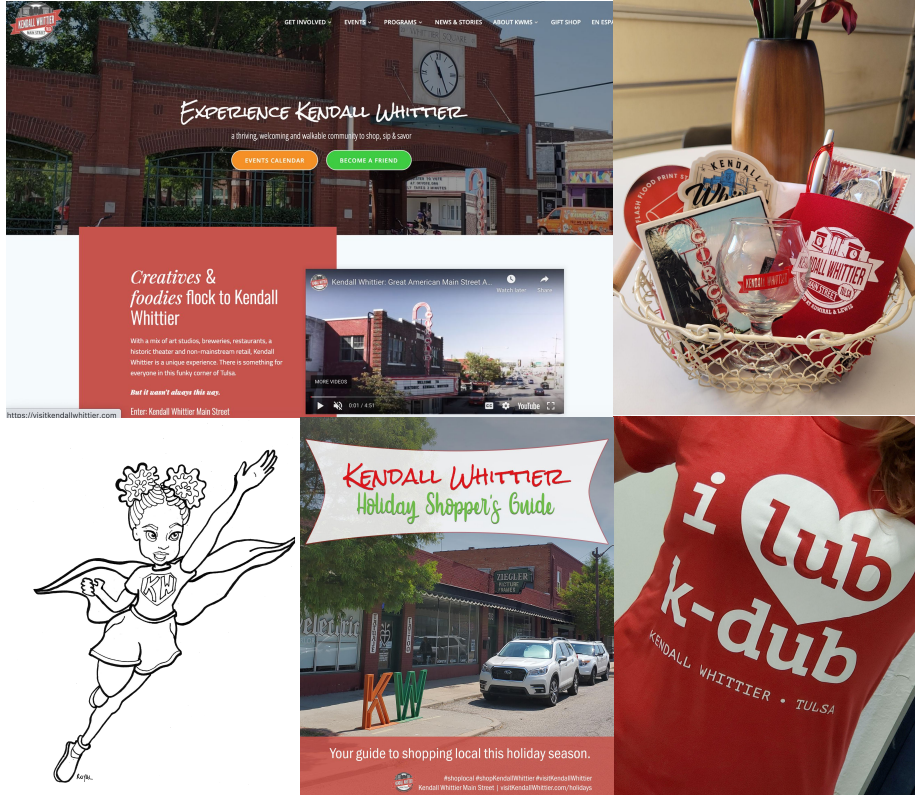
- Business Recruitment
  - Finding the right fit!
  - Working with business + property owners
  - Assisting through permitting processes
- Business Retention
  - Best Practices
  - Rent Relief Program
- Business Support
  - One-on-one Assistance
  - Secret shoppers

# Design

- Facade Grant Program
  - Historic Preservation
- Beautification Efforts
  - KW bike racks
  - Pedestrian street lights
  - Planters
  - Murals
- Design Assistance
  - Free architectural & interior design services
- K-Dub Clean Club
  - Monthly, 1st Friday, 3-5pm



# Promotion



- Website
  - visitKendallWhittier.com
- Social Media Marketing
  - IG/FB: @visitKendallWhittier
  - Twitter: @historickWMS
- Kendall Whittier Weekly
- Gift Shop
- Promotional Activities
  - Ready. Set. EAT!
  - #ilubkdub
- News releases
- Events
  - ~10 events annually
  - Web calendar of all KW activities



# Events

- **Kendall Whittier After Five**
  - Second Thursday
- **Kendall Whittier Arts Festival**
  - October 16
- **Los Festivales y Mercados**
  - September 18, December 18
- **K-Dub Grub & Suds**
  - August 24
- **Small Business Saturday**
  - November 27



# By the Numbers



36% → 100%

Occupancy Rates in Whittier Square

2013-2020

# \$158M

reinvested in Kendall Whittier since 2010

# 78 businesses

Nearly 80 businesses have opened in Kendall Whittier since 2010.

# 357 jobs

created in Kendall Whittier since 2010

# 15,980

volunteer hours clocked



# Future Projects

# What's Next?

- Focus North of I-244
- Construction at Whittier Square
- Complete Kendall Whittier Improvement District
- Universal Gift Cards
- Revolving Relief Fund
- Build Inclusive Entrepreneurship Program
- Continue to be the super fun district it is today!



# How to Get Involved

## Service

- K-Dub Clean Club
  - First Friday, 3-5 p.m.
- Event Support
- Serve on Committee
  - Activation & Events
  - Design & Beautification
  - Diversity, Equity, Inclusion & Accessibility
  - Fundraising
- Volunteer in other capacity
- Come to a Kendall Whittier event

## Financial

- Become a Friend
  - starts at \$50
- Become a Sponsor
  - starts at \$250
- Visit a Kendall Whittier business



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