



THORBERG
COLLECTORATE



2023

BRICKTOWN

Economic Impact Report

Prepared by:
Russell Evans | Partner and Chief Economist
Thorberg Collectorate

EXECUTIVE SUMMARY

Bricktown brings a rich and important history to Oklahoma City. The district has served as an economic hub, and civic center before a lack of public and private investment left the district in a state of neglect and decay. Complemented by private investment, the original Oklahoma City Metropolitan Area Projects investment brought the district back to life. The renewed investment came at a fortuitous time as forces of economic geography lured people and economic activity south and west and into urban centers. The Bricktown revival launched and accelerated a broader redevelopment of the city's urban core.

Bricktown is Oklahoma City's original live, work, play district. In its recent renaissance, Bricktown has again emerged as a residential hub, a commercial center, and a recreational destination. This report describes each aspect of the district: live, work, and play. Nearly 280 households reside in Bricktown, representing almost \$15 million in household income. More than 4,600 jobs are located in the district, with over half requiring advanced education and earning more than \$3,333 monthly. The district contains a dense collection of hotels, restaurants, and entertainment venues that annually host almost 1.8 million visitors who spend more than \$175 million in the local economy.

Bricktown exerts a significant economic presence in Oklahoma City, directly or indirectly supporting 9,485 jobs, \$501 million in labor income, and \$1.4 billion in local production. Each aspect of the district represents direct economic activity in Oklahoma City. And each form of direct economic activity sets indirect or spillover economic activity in motion. These economic spillovers are referred to as multiplier effects.

Bricktown Economic Impact: Live, Work, and Play			
	Employment	Income	Output
Direct	6,386	\$306,940,555	\$836,879,657
Indirect	1,731	\$114,690,885	\$349,003,659
Induced	1,369	\$79,741,475	\$231,005,106
Total	9,485	\$501,372,915	\$1,416,888,421

Source: 2021 Census Bureau American Community Survey Data

INTRODUCTION

Immediately after the 1889 land run, Bricktown emerged as an important economic hub in Oklahoma City. The intersection of the Oklahoma railroad station and the Oklahoma river allowed settlers and commerce to be connected to outside markets. Troops from Fort Reno were stationed east of the Santa Fe tracks to oversee the new settlement. As troops withdrew, Congress directed the new city to sell area properties for public investment in education and recreation. The area quickly developed into a warehouse district with three waves of construction utilizing the eponymous red brick between 1889 and 1930, cementing the identity and, later, the district's name.

During this period, Deep Deuce emerged as a socio-economically diverse entertainment destination adjacent to Bricktown.¹ Central to the community was Douglass High, an all-black school that attracted families to build a community along First, Second, and Third Street, just north of Bricktown. In 1934, during the Great Depression, Douglass High school moved to the northeast side of the city after a fire and a series of relocations. The families that had long contributed to the economic success of the district left.²

The district that, for a time, was a diverse entertainment, work, and residential hub of activity lost its core vitality. As economic activity waned, businesses that once occupied large properties in the district closed. During the Great Depression, district wholesalers struggled to find retail outlets for their goods. Industrial activity collapsed, and local manufacturers followed suit. After the Great Depression, government and household budgets could not keep pace with maintenance demands. After World War II, the district fell further into disrepair with the subsequent flight from urban cores to suburbs. Subsequent efforts at revitalization in the 1960s and 1970s went primarily ignored by area developers.

¹ Bricktown and Deep Deuce, Oklahoma City (1889-), www.blackpast.org

² Douglass High School Leading Educational Institution, www.metrolibrary.org

In the 1980s, developers began to see a vision for the neglected district. The process of revitalizing the area was neither smooth nor easy, but by the end of the decade, a critical mass of economic activity was realized. Interest in the district grew as a restaurant and nightlife destination.

In the early 1990s, Mayor Ron Norick unveiled the first slate of MAPS, funded by a temporary one-cent sales tax approved by voters, which, among other improvements, provided funding for the Chickasaw Bricktown Ballpark, the Bricktown Canal, and a renovation and expansion of the Myriad Convention Center, presently known as the Cox Convention Center.³ The first major project to be completed was the ballpark, and it stood as a testament to voters of the impact of investing in local quality-of-life amenities. After the initial MAPS program, Oklahoma City public schools received capital investment through MAPS for Kids, and MAPS 3 followed suit. One of the several notable projects in MAPS 3 was a big-city arena centered near Bricktown and now called the Paycom Center. This construction allowed Oklahoma City to temporarily host the displaced New Orleans Hornets for two seasons following the devastation of Hurricane Katrina and showcase the community as willing and able to support an NBA franchise.

Bricktown is rooted in destination placemaking. From its emergence, Bricktown was a diverse district with residential, work, and entertainment offerings. Contemporary placemaking seeks to connect a community to its place, building a relationship between people and their environment. Bricktown has a unique environment in its history, culture, and geography. Leveraging these aspects of the environment to connect to a community is central to the economic success of the district.

³ Prairie Surf Studios, www.okc.gov/government/maps-3

Bricktown's economic importance reflects the district's dynamic ability to reinvent itself. Properly viewed, the district's history isn't a constraint but rather an asset that invites a connection between people and place. The people living, working, and playing in Bricktown will respond to and drive the district's future economic identity. As urbanization continues and Bricktown evolves as a live, work, play district, economic connections will deepen, broadening economic activity across the city. In this report, we examine Bricktown's current live, work, and play profile and estimate the resulting economic connections to Oklahoma City.

TIMELINE



1889

After the Land Run, Bricktown served as an economic and shipping hub.

1890-1930

Bricktown settles in as a wholesale district home to brick warehouses and plants.

1998

The passing of MAPS 1 constructed the 12,000-seat Chickasaw Bricktown Ballpark.

2008

The Seattle Supersonics relocate to create the Oklahoma City Thunder

2013

MAPS 3 funded the Riversport Rapids whitewater rafting and kayaking center on the Oklahoma River, along with a new convention center and urban park.

ECONOMIC GEOGRAPHY AND PLACEMAKING

Before turning to an economic assessment of Bricktown, some context on the forces of economic geography acting on Oklahoma City and the basic concepts of placemaking as an economic development strategy is helpful. This context will put the economic impacts into perspective and inform future policy directions.

Economic geography refers to the distribution of economic activity across space or how the interaction of economic forces and the decisions of economic agents interact to determine the space economy. On one side are agglomeration forces pulling people and production to dense urban areas. Agglomeration forces refer to the benefits workers and firms receive from co-location. For example, a dense urban center provides firms with a large, diverse, and educated labor force. It also allows firms to benefit from knowledge spillovers between firms and across industries and access to a shared supply chain for critical inputs. Workers benefit from a dense urban center that invites shared consumer experiences ranging from outdoor recreation, niche retail, arts, and professional sports franchises. On the other side are dispersion forces that discourage urban density. Dispersion forces could include high urban land costs that become prohibitive to relocating firms or physical geography that constrain mobility.

Empirically, the space economy of Oklahoma is urbanizing. The forces of geography and Oklahoma City's location along the I-35 corridor attract people and economic activity to the metro area. The forces positively affecting Oklahoma City are part of a larger movement of people and economic activity to the south and west and into urban centers. In some cases, the migration and consequent population growth are so significant that new mega-regions are developing (see figure 1).

The original megalopolis region referred to the collection of interconnected metropolitan areas stretching from northern Virginia to southern New Hampshire, anchored on one end by Washington D.C. and on the other by Boston, MA. This region is home to approximately 50 million people, and the string of metro areas collectively create a region with common economic characteristics. The central concept of megaregions revolves around two important factors: densely populated areas and a shared economic identity.

The map below (Figure 1) illustrates the compound average annual growth rates of metropolitan areas between 2001 and 2021, with darker-shaded areas of blue and teal representing metro areas that averaged 0.9% compounded growth or more over the period. Note that the original Washington D.C. to Boston megaregion experienced only modest growth while areas south and west generally experienced more substantial population growth. The southern Florida region experienced transformative growth across nearly all metro areas and emerged as its megaregion. The Phoenix-Tempe-Scottsdale area experienced similar population growth and megaregion emergence. The third fastest population center is the I-35 corridor stretching from southern Texas and north through Oklahoma and beyond. The corridor can be divided into two segments, with a southern segment from Oklahoma City south growing faster than the segment to the north.⁴

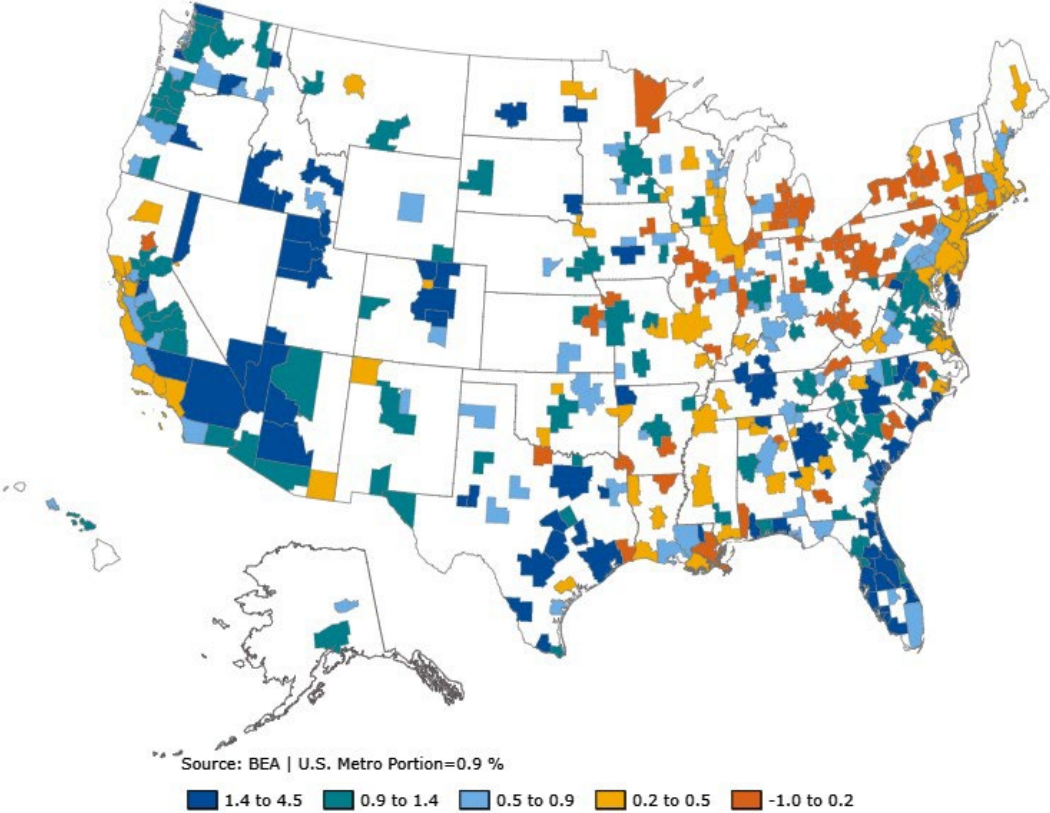


Figure 1

⁴ Population: Compound Average Annual Growth, 2001-2021, Bureau of Economic Analysis

It is only a modest simplification to say that much of the geographic movements of people and economic activity can be explained by an understanding of transportation costs and transaction costs. Transportation costs refer to the financial and time costs of moving people and goods within and across regions. Transaction costs refer to all trade costs other than physical production costs.

Transaction costs include:

- Communicating to potential customers about the product features.
- Negotiating the terms of exchange.
- Formally financing or funding the purchase.

The history of Bricktown illustrates, early settlements are often organized around physical geographic features, like commercially navigable rivers, that connected communities or offered natural amenities. With high transportation and transaction costs, workers in early cities are next to centers of production specific to that city. High transportation and transaction costs meant workers needed to be close to opportunities for employment, and firms needed to be close to their consumers. The space economy was dominated by many cities with predominantly local production and limited mobility of workers or goods between locales. As land costs rose and automobiles were widely adopted, workers migrated further from the urban center, leading to urban sprawl and suburbanization patterns. More recently, technology has allowed consumers to become familiar with product characteristics, exchange reviews with other customers, negotiate terms, and digitally transact the sale. As transportation and transaction costs fall, firms no longer need to be located proximate to their consumers. Instead, they can co-locate in urban centers to take advantage of production agglomerations. Firms can transport their produced goods long distances at low costs to well-informed customers worldwide. As firms co-locate, workers search specifically urban centers that offer amenities that allow them to enjoy consumer agglomerations. This period of falling transportation and transaction costs is driving long-run patterns of urbanization in states and mid-size cities. Oklahoma is in the midst of an urbanization movement particularly favorable to Oklahoma City, given its location along the I-35 corridor. Because of its geographical placement adjacent to I-35, Bricktown maintains a comparative advantage to other districts in the city.

As Oklahoma City urbanizes, workers and firms will seek locations that maximize the returns from agglomeration economies. Workers specifically seek a bundle of urban amenities across the categories of transportation, education, and recreation that complement household pursuits. Economic development efforts aimed at quality-of-life investments often fall into one of these three categories. More recently, economic development strategies focused on facilitating firm and consumer agglomerations by explicitly tying people to the history and physical environment of the place. By connecting people to places, community amenities are profoundly experienced, and they fully realize the benefits of co-location.

Placemaking is creating quality places people want to live, work, play, and learn in. Quality places are the sites within a city that truly bring it to life. The quality places that aid Bricktown placemaking include community heritage, interactive public spaces, and collaborative arts, culture, and creativity spaces. Bricktown already cultivates a variety of quality places across the district. One example of a public space and summer attraction is the Bricktown beach, which features an artificial beach complete with lounge chairs and volleyball for visitors to enjoy. In addition to the beach, Bricktown is home to various concert venues, including the Criterion, the Academy of Contemporary Music, and the soon-to-be Oklahoma Opry, all of whom foster creative and artistic places for visitors to engage.

There are three distinct types of placemaking: strategic, creative, and tactical. Strategic placemaking combines physical form with land uses and functions by creating places where people want to live, work, play, and learn. Tactical placemaking combines land uses and functions with a social opportunity to create places that use a deliberate, often phased approach to change that begins with a short-term commitment and realistic expectations that can start quickly (and often at low cost). Creative placemaking combines physical form with a social opportunity to institutionalize arts, culture, and creative thinking in all aspects of the built environment. At the intersection of the three types of placemaking lies the creation of quality places, and the abundance of quality places within Bricktown is transformative to placemaking for a live, work, play district.⁵

⁵ Definition of Placemaking: Four Different Types, FAICP, Professor Mark A. Wyckoff, MSU Land Policy Institute

The current placemaking in Bricktown emphasizes the fostering of quality public spaces that are both dynamic and ever evolving as well as promote arts, culture, and creativity. These efforts have made Bricktown a vibrant and attractive destination, with its historic charm, vibrant entertainment district, scenic waterfront, iconic landmarks, and family-friendly attractions. By creating quality places that constantly reinvent themselves to fit diverse needs and experiences and capitalizing on its economic geography, Bricktown has successfully positioned itself as a desirable location for people to live, work, play, and learn.

ECONOMIC IMPACT: LIVE

Economic impact reports measure economic connections between an existing or proposed activity and the broader economy. In this context, we carefully consider the economic footprint of Bricktown and then estimate the connections between the district and the Oklahoma County economy. Bricktown’s economic footprint is defined along the abovementioned aspects: live, work, and play. The current economic activity for each is then used as inputs to a county input-output model to estimate the spillover, or multiplier impacts and resulting total economic activity.

Economic impacts are reported across three measures: employment, income, and output. Employment is a measure of both full and part-time jobs, and income is a broad measure of compensation that includes wages, salaries, and benefits. Output is a measure of gross production and sale of goods and services. A network of regional suppliers supports the economic activity inside Bricktown. Their direct economic measures define the footprint of Bricktown.

The economic response of these suppliers is reported as indirect economic activity. Direct and indirect economic activity generates household income, with a portion spent in the regional economy. The economic impacts from household and employee spending are reported as induced impacts. Keep in mind that each economic impact pulls from 2021 American Community Survey data from the Census Bureau.

Bricktown Income Summary: Live	
Number of Units	280
Current Occupancy Rate	95%
Estimated Number of Households	266
Median Household Income	\$62,348
Estimated Total Household Income	\$16,584,568

Source: Author calculations

The economic footprint of Bricktown’s ‘live’ sector exists in the Steelyard apartment complex on East Sheridan Avenue and the Centennial lofts located in Oklahoma and Reno. The Steelyard is a 250-unit pet-friendly apartment complex with one, two, and three-bedroom floor plans ranging

from \$1,200-\$2,500 per month. After finalizing construction at the end of 2019, the Steelyard has since established itself as a “bold new amenity-rich apartment community with an enviable Bricktown location next to exhilarating nightlife, sports, entertainment, and eating.”⁶

⁶ The Steelyard OKC, “Stay Steelyard”, www.steelyardokc.com

The Steelyard apartments are expanding into Phase II, with plans to construct an additional 150 units of urban living in the Bricktown district. This development will enhance the area’s appeal as a place to live, work, and play.⁷

In addition to the Steelyard, the Centennial residential condos are located in the heart of Bricktown. “With the restaurants, bars, shopping, Harkins Theatre, Chesapeake Energy Arena, and Chickasaw Bricktown Ballpark practically at your front door, you will never run out of things to see and do.”⁸ The condos also include amenities such as a pool, fitness center, and balconies.

Using household income, we generate its induced impact on Oklahoma County employment, labor income, and output to unveil the effects of Bricktown’s live sector on the Oklahoma County economy. After estimating the number of households and distribution of median household income across the district, we calculate that Bricktown household incomes sum to \$16.5 million.

Bricktown Economic Impact: Live			
	Employment	Income	Output
Direct	7	\$215,509	\$640,063
Indirect	1	\$88,589	\$269,834
Induced	102	\$5,991,798	\$17,425,978
Total	111	\$6,295,895	\$18,335,875

Source: 2021 Census Bureau American Community Survey Data, IMPLAN, Author calculations

Bricktown household spending directly produces about seven jobs, \$215,000 in household income, and \$640,000 in output across the Oklahoma County economy: this averages around \$30,700 in household income and \$91,000 in output per worker. It further induces economic output of \$17.4 million in goods and services in the Oklahoma County economy, supporting over 100 jobs and \$5.9 million in labor income payments. Household income generated by Bricktown residents saw the greatest impacts in typical household spending industries like healthcare, real estate, retail, food services, and wholesale.

⁷ The Steelyard Apartments, “Steelyard Apartments”, The City of OKC, www.okc.gov

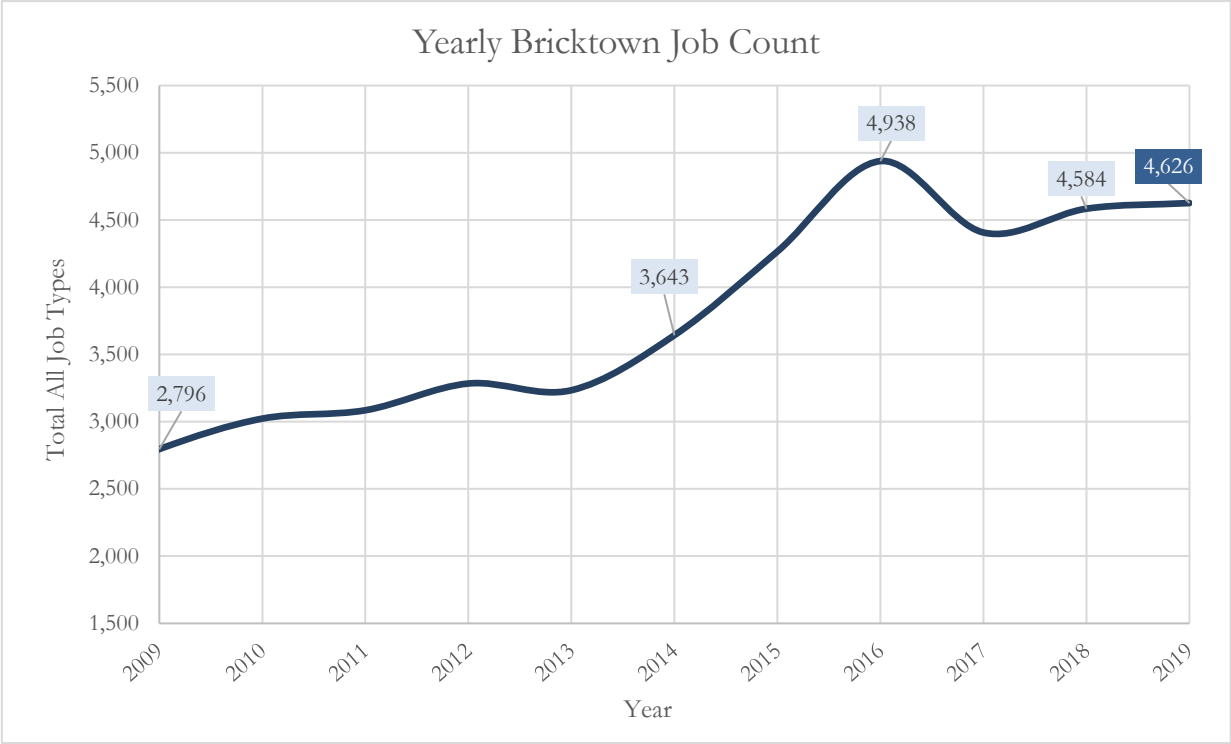
⁸ The Centennial Lofts Community, “The Centennial Lofts Community Snapshot”, The Centennial Lofts at Bricktown, www.remax-oklahoma.co

ECONOMIC IMPACT: WORK

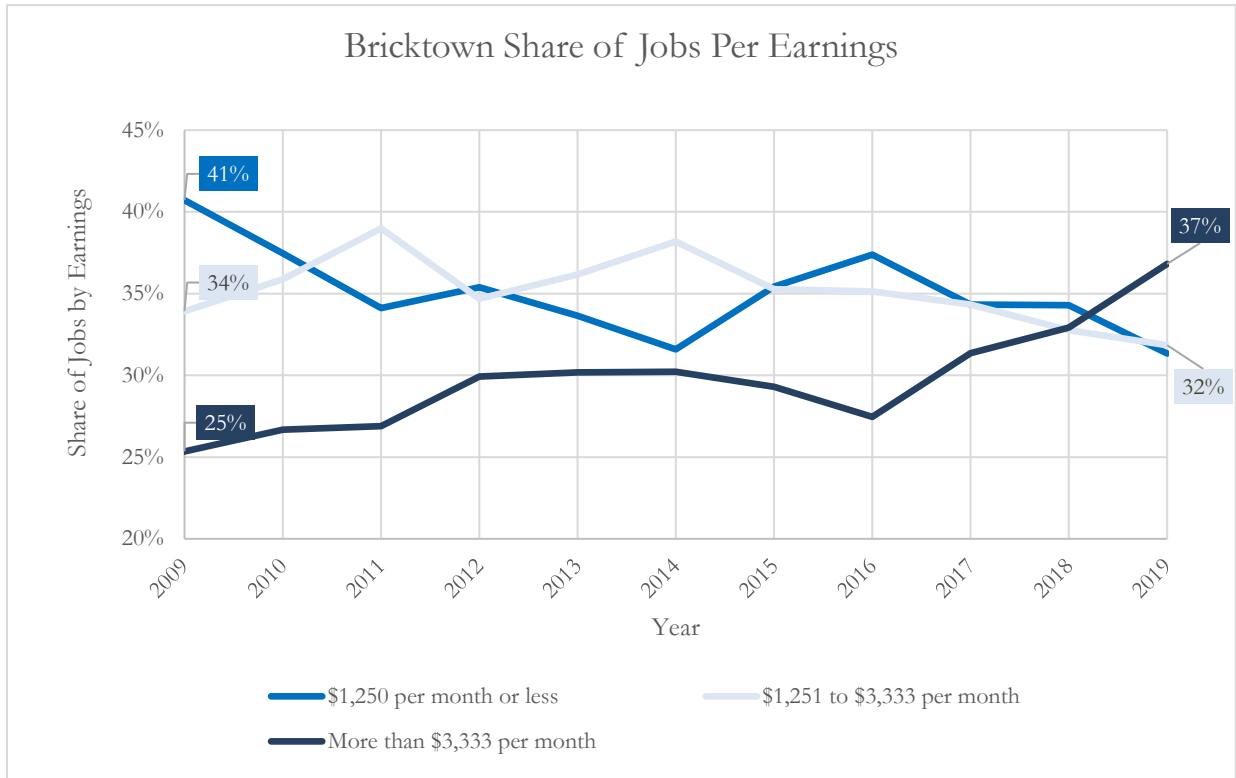
Economic impact reports measure economic connections between an existing or proposed activity and the broader economy. In this section, we examine the connections between the work community of the district and the overall economy. We first estimate the total number of jobs located in the district before subtracting out the accommodation and recreation jobs that will be included in the economic impacts of the ‘play’ function of the district.

Each job is associated with directly producing goods and services, requiring indirect support from regional suppliers. The direct production from these district jobs and the indirect and induced effects gives the total economic impact.

The economic footprint of Bricktown’s ‘work’ sector is a combination of jobs and production across all industries in Bricktown except Arts, Entertainment, Recreation, Accommodation, and Food Services. Bricktown’s leading work sector representing an estimated 658 jobs, is the Professional, Scientific, and Technical Services industry. These industries comprise the ‘play’ sector and are analyzed in the next section.



Source: 2021 Census Bureau American Community Survey Data; Author calculations

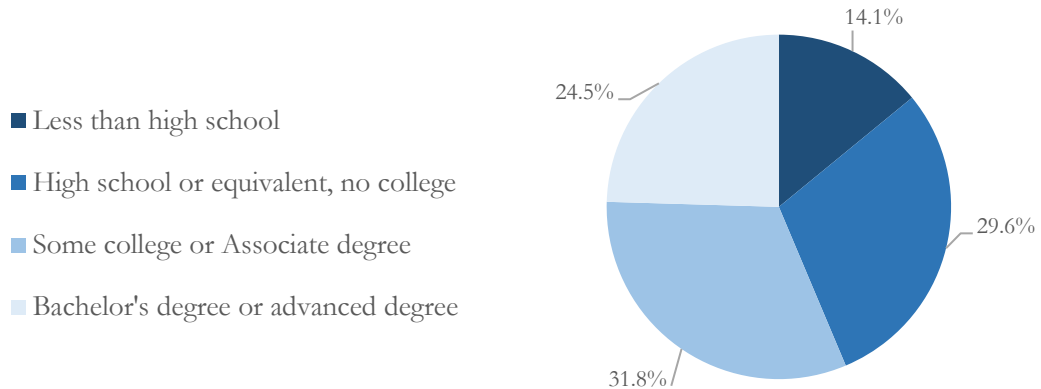


Source: 2021 Census Bureau American Community Survey Data; Author calculations

Bricktown’s total job count has steadily increased over the past decade. Bricktown reached its peak total job count in 2016 with 4,938 jobs but has since slowly approached the peak, reaching 4,626 in 2019.

Notably, the share of jobs earning \$1,250 per month or less has subsided, while the share earning more than \$3,333 per month has grown throughout the past decade. While in 2009, jobs earning \$1,250 per month or less maintained a 40% share, this share has decreased to nearly 30% of all jobs in 2019. Jobs earning more than \$3,333 per month began with a 25% share of total employment in 2009, but this share climbed to 40% in 2019. It's important to note that the composition of jobs in the area has evolved over the last decade. Although the Accommodation and Foods Services industries dominated the environment of early Bricktown, the mix of services has since expanded into Professional and Administration services over time. As the professional presence of Bricktown emerged, the district's share of high-paying jobs increased accordingly.

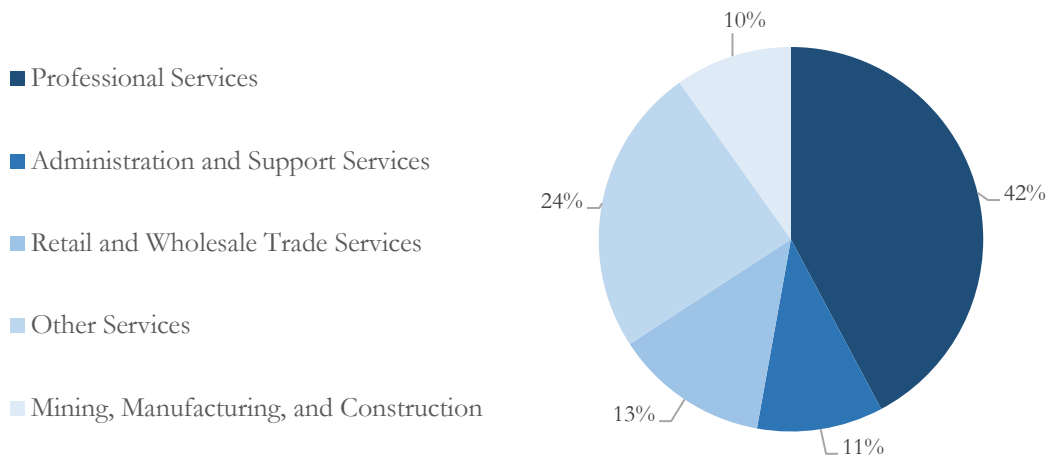
Educational Attainment of Bricktown Workers



Source: 2021 Census Bureau American Community Survey Data; Author calculations

More than half of Bricktown workers possess some college, Associate, Bachelor’s, or advanced degree. High school or equivalent workers maintain 30% of all workers, and less than high school workers make up 14%. Bricktown’s largest industry is Professional Services, making up nearly half of the job share at 42%. Other Services follow with 24%, and Retail and Wholesale Trade, Administration and Support, Mining, Manufacturing, and Construction combine for the remaining 34%. In total, 90% of Bricktown’s workers are from the services sector, while 10% are in the goods sector (mining, manufacturing, and construction).

Industries of Bricktown Jobs



Source: 2021 Census Bureau American Community Survey Data; Author calculations

Bricktown Economic Impact: Work			
	Employment	Income	Output
Induced Indirect Direct	2,347	\$180,842,268	\$452,300,604
	956	\$63,157,387	\$191,765,995
	741	\$43,131,880	\$124,916,628
Total	4,043	\$287,131,535	\$768,983,227

Source: 2021 Census Bureau American Community Survey Data; IMPLAN; Author calculations

Bricktown work sector businesses directly produce \$452.3 million in goods and services and \$180.8 million in household income across Oklahoma County. This averages \$192,700 in output per worker with \$77,000 in income per worker. Bricktown’s work sector contributed to indirect spending and production of \$191.7 million in goods and services.

Business operations also directly support 2,347 jobs while indirectly supporting 955 jobs. Across all multiplier and induced activity, Bricktown businesses exert a total impact of 4,043 jobs, \$287.1 million in labor income payments, and \$768.9 million in economic output on the Oklahoma County economy.

ECONOMIC IMPACT: PLAY

Economic impact reports measure economic connections between an existing or proposed activity and the broader economy. In this section, we examine the connections between the play sector of the district and the overall economy. We first estimate the number of accommodation and

Bricktown Establishment Summary: Play	
Establishment Type	Number of Establishments 2021
Restaurants	35
Bars	16
Entertainment	14
Hotels	9
Total	74

Source: www.welcometobricktown.com

recreation jobs located in the district. We then estimate the number of urban explorers or urban play visitors to Bricktown and their corresponding spending.

For the district's accommodation and recreation jobs, calculating economic impacts replicates the work sector. Each job is associated with directly producing goods and services, requiring indirect support from regional suppliers. The direct production from these district jobs and the indirect and induced effects have an economic

impact felt across the Oklahoma City economy. In addition to the impacts of accommodation and recreation jobs, we add the impacts of visitor spending.

The economic footprint of Bricktown's 'play' sector is defined as a combination of jobs across the Arts, Entertainment, Recreation, Accommodation, and Food Services industries, as well as yearly spending by visitors to the district. Although it only makes up 0.27 square miles, over 30 restaurants, more than 15 bars, ten entertainment centers, and nine hotels are all located in Bricktown.⁹

Bricktown possesses a multitude of experiences that cater to a broad visitor audience. Families enjoy minigolf, arcades, bowling, laser tag, and more at the HeyDay Revolutions and Brickopolis event centers. Entertainment buffs attend concerts at the Criterion and comedy shows at the Bricktown Comedy Club. Adventure seekers can kayak and whitewater raft at the Oklahoma City Riversport Complex.

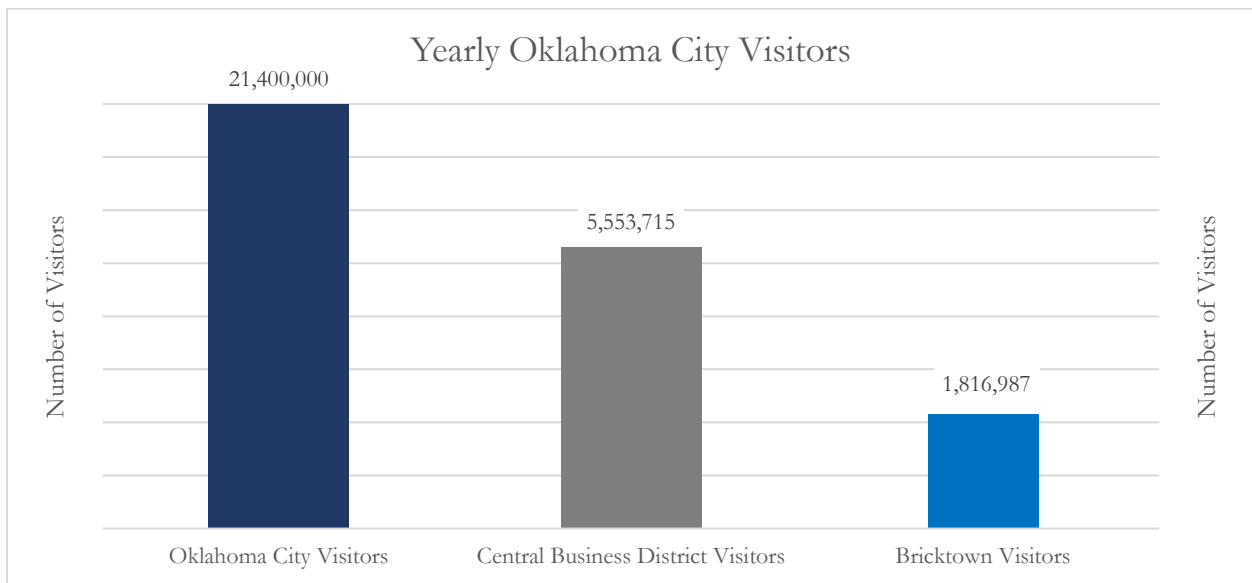
⁹ With the addition of the Renaissance Oklahoma City Bricktown hotel in 2022, Bricktown now hosts 10 hotels in the district with several others adjacent.

"This thriving urban district is also home to more than 45 restaurants, bars, and retail shops, along with family-friendly attractions, a plethora of public art, museums, galleries, and the famous Bricktown Canal. The diversity of businesses, educational institutions, housing, and leisure activities in this area make it a true 24/7 destination, one of the most distinct and historic in OKC."¹⁰

In future years, Bricktown has planned to erect a hotel by the Dream Hotel Group. This group produces luxurious hotels that will “infuse new energy into an already exciting area of Bricktown.”¹¹ Along with this, the Truck Yard, a popular chain in Texas, will be brought to Lower Bricktown along with its’ music, food, and fun. These are only a few of the plans for quality places that will direct even more residents and visitors to play in the city of Bricktown.

Oklahoma City was estimated to have 21.4 million visitors in the year of 2021.¹² We estimate more than 5.5 million visitors visited the Central Business District in 2021 with more than 1.8 million of all Oklahoma City Visitors staying or playing in Bricktown.

$$\begin{aligned} & \text{Total Oklahoma City Visitors} \times \text{Central Business District Share of Hotel Demand} \\ & \times \text{Bricktown Share of Central OKC Hotel Rooms} = \text{Estimated Bricktown Visitors} \end{aligned}$$



Source: *Tourism Economics; STR Report; Dean Runyan Associates; Author calculations*

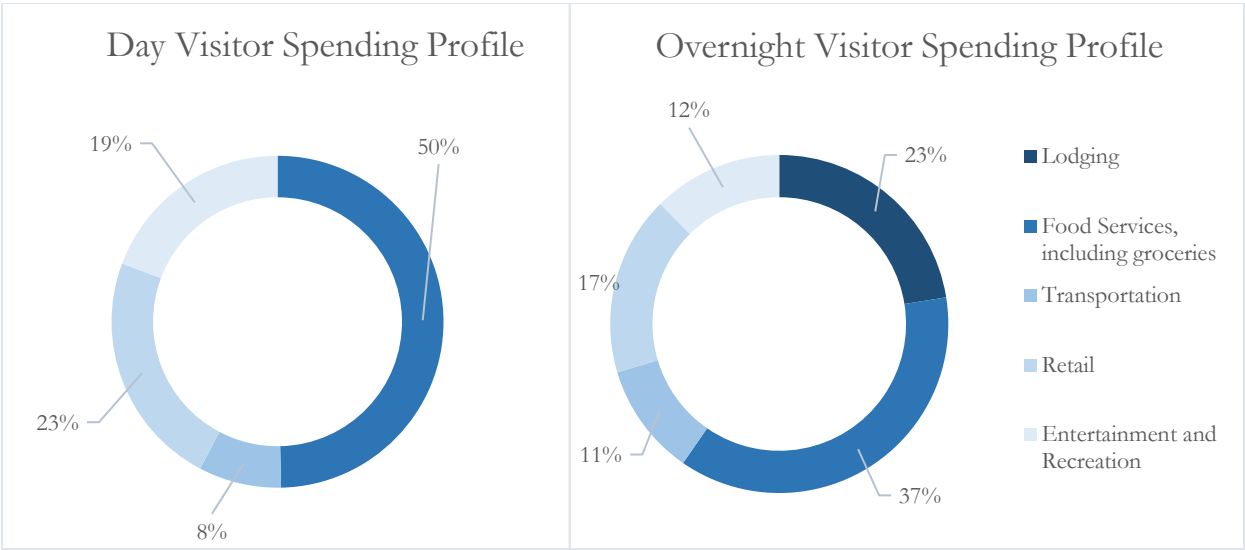
¹⁰ Welcome to Bricktown; [Bricktown OKC – Oklahoma City \(welcometobricktown.com\)](http://BricktownOKC.com)

¹¹ Jena Tesse Fox; “Dream Hotel Group to Open Two Oklahoma City Hotels,” 2021

¹² 2022 Tourism Economics; Economic Impact of Visitors in Oklahoma City 2021; Dean Runyan Associates Oklahoma Travel Impacts

Of the 1.8 million visitors, we estimate that 59% are Day visitors and 41% are Overnight visitors, but overnight visitors account for 80% of total visitor spending with day visitors representing 20% of total visitor spending. In total, Bricktown visitors are estimated to spend more than \$175 million in the local economy.

We allocate the \$35 million of Day visitor spending and \$140 million of Overnight visitor spending across various industries based on spending patterns of visitors to Oklahoma City. Day visitors are visitors who do not contribute to lodging spending because they do not stay overnight. For the Day Visitor Spending Profile, 50% of all spending is allocated to Food Services, including restaurants and groceries, 8% to Transportation, 23% to Retail, and 19% to Entertainment and Recreation. For the Overnight Visitor Spending Profile, 23% is attributed to Lodging, 37% to Food Services, including groceries, 11% to Transportation, 17% to Retail, and 12% to Entertainment and Recreation.



Source: *Tourism Economics 2022 Economic Impact of Visitors in Oklahoma City 2021*; *Dean Runyan Associates Oklahoma Travel Impacts*; *Author calculations*

Bricktown Economic Impact: Play			
	Employment	Income	Output
Induced	4,032	\$125,882,778	\$383,938,990
	774	\$51,444,909	\$156,967,829
	526	\$30,617,797	\$88,662,499
Total	5,331	\$207,945,484	\$629,569,318

Source: 2021 Census Bureau American Community Survey Data; IMPLAN; Author calculations



Composed of both Bricktown domestic ‘play’ industry businesses as well as Bricktown Day and Overnight visitors, Bricktown’s ‘play’ sector supports 4,032 jobs and \$125.8 million in labor income payments while indirectly supporting 774 jobs and \$51.4 million in labor income payments. Across all multiplier and induced activity, the Bricktown ‘play’ sector and visitors exert a total impact of 5,331 jobs, \$207.9 million in labor income payments, and \$629.6 million in economic output on the Oklahoma County economy.

CONCLUSION

Bricktown is Oklahoma City’s original live, work, play district. Once known for its commercial importance, residential life, and entertainment offerings, Bricktown has recently enjoyed a modern renaissance. As forces of economic geography continue to shape the space economy of Oklahoma City, tailwinds supporting urbanization and density will prevail. Strategic investments in quality places that connect people to the district will grow Bricktown’s already considerable economic impact on the local economy.

In this report, we decompose the impacts of the district into its live, work, and play components. As a ‘live’ district, Bricktown is home to more than 250 households with an estimated combined household income of \$16 million. These households spend a portion of their income on locally produced goods and services, including medical, financial, retail, and restaurants. This spending starts a chain of broader economic activity. As a ‘work’ district, Bricktown is home to more than 4,600 workers. Each worker is directly engaged in producing goods and services within their respective industry. This direct production, in turn, requires supporting economic activity that magnifies the effects. As the district matures, the share of jobs that require higher education and therefore receive higher wages is growing. As a ‘play’ district, Bricktown is home to a dense collection of hotels, restaurants, and indoor and outdoor entertainment venues, attracting an estimated 1.8 million visitors annually. As these visitors spend in the local economy, they directly support new production that requires indirect economic support. In total, the combined economic impact of the district reaches 9,485 local jobs with \$501.3 million in labor income and \$1.4 billion in the local production of goods and services.

Bricktown Economic Impact: Live, Work, and Play			
	Employment	Income	Output
Direct	6,386	\$306,940,555	\$836,879,657
Indirect	1,731	\$114,690,885	\$349,003,659
Induced	1,369	\$79,741,475	\$231,005,106
Total	9,485	\$501,372,915	\$1,416,888,421

Source: 2021 Census Bureau American Community Survey Data; IMPLAN