

BRICKTOWN BY THE NUMBERS

SOURCE: PLACER.AI

JANUARY 1 - DECEMBER 31, 2025

VISITS

8.2M
-3.7%YOY

FREQUENCY 2.6 visits
AVG STAY 184 mins
PEAK HOURS 6-10 PM
PEAK DAY Saturday

VISITORS

3.1M
-4%YOY

EXTENDED WORKFORCE

4.6K
-1.8%YOY

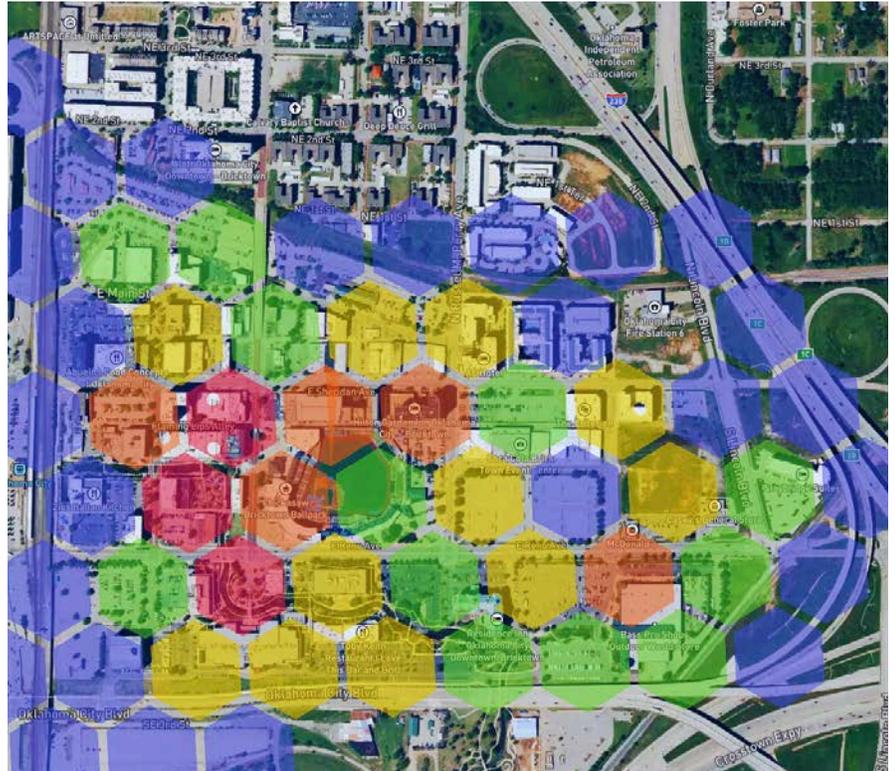
RESIDENTS

550

of Visits



FOOT TRAFFIC HEATMAP



TOP 3 DAYS IN 2025

- 53K Sat, April 12 (Gabriel Iglesias)
- 52K Sat, March 22 (Spring Break)
- 51K Sat, March 15 (St. Patrick's Day/Spring Break)

HIGH TRAFFIC EVENTS & CAMPAIGNS

SPRING BREAK

Bricktown welcomed 437K visits over two weeks. Green Team support was increased to assist and a targeted marketing campaign was launched Jan-Mar. Marketing efforts included promotion from social media, MetroFamily Magazine and Visit OKC. Visitation declined 9.4% YoY, consistent with citywide trends and impacted by inclement weather over the 2-week period.

WOMEN'S COLLEGE WORLD SERIES

Bricktown welcomed 200K people through the duration of the NCAA Women's College World Series. The Embark shuttle that transported people between the stadium to Bricktown and downtown saw a 104% increase in ridership.

BRICK-OR-TREAT

The 11th annual event set a new attendance record with 17.8K visitors (+28% YoY). Shifting the event to a Sunday afternoon increased family engagement and time spent in the district. Expanded street closures and traffic control enhanced pedestrian safety.

OKC TREE LIGHTING FESTIVAL

The OKC Tree Lighting Festival was held on Mickey Mantle Drive in Bricktown, with Mayor Holt leading the countdown to the lighting of the Bricktown Christmas Tree. This free community event saw over 5,900 attendees (+40% YOY).



GREEN TEAM

BRICKTOWN NUMBERS



HOSPITALITY ASSISTS

33,412

PRESSURE WASHING (hrs)

285

TRASH BAGS

5,024

BIOHAZARD REMOVAL

936

GRAFFITI REMOVAL

958

WELFARE CHECKS

2,296

AREA IMPROVEMENTS

COMPLETED

- Four “nano bubble” generators installed in the canal to improve water quality, maintained by OKC Parks & Rec
- Sidewalk improvements at Russell M. Perry & Main, extending sidewalks between Deep Deuce
- Oklahoma Ave elevator completed, improving ADA access
- New staircase access at Reno to enhance canal walkability
- Lower Bricktown lighting and landscape upgrades (City of OKC)
- Street re-striping on Mickey Mantle
- Canal landscaping replant + Spring / Fall color change
- Construction underway for Cloud Embrace, a new interactive sculpture in Lower Bricktown. Completion anticipated by Spring Break 2026

2025



ADVOCACY

- Lime Scooters designated no-ride zone on Wanda Jackson Alley to improve pedestrian safety.
- Bricktown Association applied for 4-way stop to address limited sightlines and improve intersection safety.
- Launched streetscape study with Johnson & Associates, focused on street public improvements for future investment. Deliverables include concepts, renderings, stakeholder input, and cost estimates aligned with long-term city planning.
- Bricktown Association joined the Keep OKC Moving coalition in support of the October 14 bond election. The GO Bond will include \$11.5M for the Bricktown Canal and \$10M for the Bricktown ballpark.
- Bricktown is represented on the Downtown OKC Strategic Development Plan and EMBARK Transit Center Feasibility Study committees, continuing through Spring 2026.

NEW BUSINESSES & DEVELOPMENTS

- Truck Yard
- Bricktown BBQ
- Thirsty’s Dockside Bar
- Sweet Tooth
- OKC Comets, rebrand
- Auris office expansion
- ParcFirst Garage
- Big Al’s Raceway