

2025

MIDTOWN BY THE NUMBERS

SOURCE: PLACER.AI

JANUARY 1 - DECEMBER 31, 2025



VISITS

7.2M
7.1% YOY
3.6% YO2Y
3.6% YO3Y

FREQUENCY 3.8 visits
AVG STAY 141 mins
PEAK HOURS 10am-2pm
PEAK DAY Friday

VISITORS

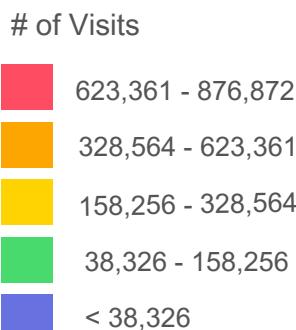
1.9M

EMPLOYEES

7.4K

RESIDENTS

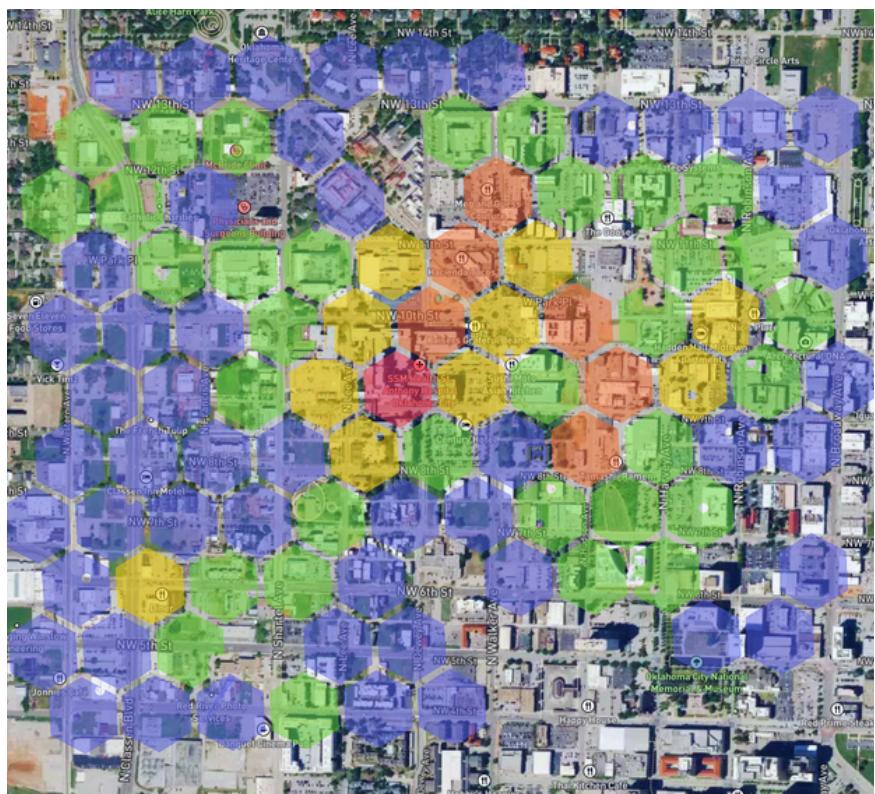
2K



TOP 3 DAYS IN 2025

51.9K Tue, June 22 NBA Champions Parade
31.4K Sat, March 15 St. Patrick's Day Weekend
30.4K Sun, April 27 Festival of the Arts & OKC Memorial Marathon

FOOT TRAFFIC HEATMAP



EVENTS & CAMPAIGNS

MERRY MIDTOWN

This year's holiday campaign was a major success, highlighted by the return of the Santa Paws Photo Op, which saw increased attendance with 165 dogs and 4 cats, record-breaking attendance and sales at the Holiday Pop-Up Shops, and the debut of the seasonal popup Winter Wonderland at NW 10th Street and N Hudson Avenue. The campaign was supported by the *This Week in Merry Midtown* social media series, online gift and experience guides, festive street pole banners, a large-scale directory map, and branded items that extended the holiday experience throughout Midtown businesses.



OKC THUNDER PLAYOFFS & CHAMPIONS PARADE

Midtown became a major hub for the OKC Thunder Playoffs, with numerous businesses participating in the Thunder Bar Network and Fassler Hall transforming into Thunder Hall, an official watch party destination throughout the playoffs. Hosting watch parties for both home and away games over 26 nights, they welcomed more than 54,000 visitors to the district. Midtown was also honored to serve as the starting point for the Champions Parade, resulting in a record-breaking day with 51,900 people in the district.



HOSPITALITY ASSISTS

10,453

PRESSURE WASHING (hrs)

116

BUSINESS CHECK INS

569

BIOHAZARD REMOVAL

1810

GRAFFITI REMOVAL

318

WELFARE CHECKS

1,595

PROJECTS

BUSINESS ALLIANCE ENGAGEMENT

Midtown OKC's success is rooted in its vibrant and talented business community. To foster stronger connections, Midtown OKC launched the *Midtown Business Tour and Happy Hour*, an event series designed to spotlight unique businesses and creative spaces in Midtown's less traveled pockets.

ADVOCACY

Midtown OKC continues to ensure the district remains a safe destination through its advocacy efforts, such as:

- An all-way stop was successfully added at the intersection of NW 8th Street and N Hudson Ave.
- Funding for additional off-duty OKCPD patrol shifts on high-traffic weekends.
- Quarterly light audits were completed and outages reported.

PUBLIC ART

The "Let's Wrap Midtown" project wrapped eight traffic light control boxes around the district with art from several local design firms. The project, led by Midtown Renaissance and Fitzsimmons Architects, and sponsored by Midtown OKC, aimed to beautify the neighborhood and inspire more public art throughout the city.



NEW BUSINESSES

SERVICES

Ascend Collective Studio
August & Omi
Side Quest Game Lounge
Stilnova & Co

RETAIL

Brass Tacks Provisions
Easy Day Golf & Vintage
Darling Links by Donna
Le Gala
Novel Optical
Vacant Wheel Candle Bar

FOOD & DRINK

Bar None
Bar Serra
Le Parisien
Lorena Southern Twist
Malfi Enoteca
NAZO Japanese Food
The Collective Food Hall
Banh Mi Pho Real
Taco Luv
Kiri Peruvian - Japanese

