

NEWS RELEASE

For Immediate Release

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Downtown OKC Announces West Village District as New Downtown District

Oklahoma City, OK (September 29, 2022) – Downtown Oklahoma City Partnership is excited to announce the launch of a new downtown district, West Village District. The new district encompasses the southwestern corner of downtown including John Rex Elementary, Historic Film Row, The Montgomery Apartments, Main Street Arcade building, West Village Apartments, The Jones Assembly and 21c Museum Hotel. Formerly, this area was included as part of the Arts District, whose boundaries have been dissolved and distributed between the new West Village District boundaries and City Center.

Establishing the new district was spurred by area property owners and business owners who were seeking to generate Business Improvement District (BID) funds specifically for their corner of downtown.

“We’ve seen the growth of our fellow downtown districts like Automobile Alley, Bricktown and Midtown who have oversight of additional BID dollars for their individual district needs,” said David Wanzer, owner of the Main Street Arcade building and Chair of the West Village Association. In January 2022, district stakeholders organized and formed the West Village Association Board of Directors.

In recognition of recent growth occurring west of downtown, stakeholders believed unifying the neighboring enclaves of Historic Film Row and West Village developments was key to addressing three major challenges.

First, preserving the Film Row history and name was crucial and it was determined Historic Film Row would remain as a place within the West Village District. The Film Row mark and historic emphasis are to remain important parts of the district’s story and brand. Second, when forming a sub-district within a BID it can be difficult to generate substantial funding from a small two-block area like Historic Film Row. Third, stakeholders also wished to improve the perceived walkability of the district.

“From historic Film Row to our Ford factory turned museum and hotel, the new district boundaries create a more walkable district with diverse offerings,” said Gina Foxhoven, Vice President of Livingston Properties and Chair Elect of the West Village Association. “We will now have dollars to enhance the district and grow awareness for our corner of downtown,” she continued.

Downtown Oklahoma City Partnership, who oversees the Downtown OKC Business Improvement District believes the shift away from Arts District is a good strategy for downtown.

“Anchor art institutions such as the Civic Center and Oklahoma City Museum of Art belong in City Center, the heartbeat of downtown,” said Jane Jenkins, President and CEO of Downtown Oklahoma City Partnership. “We believe these institutions, standing alongside City Hall, the Myriad Gardens, the Downtown Library, and the County Courthouse represent the civic purpose of our downtown,” she continued.

The district changes were made official earlier this week when the Oklahoma City Council approved the final BID resolution for FY23 on Tuesday, Sept. 27. The approval followed the receipt of signed petitions representing 56.74% support from property owners within the West Village District. Over 50% support was required to create the sub-district.

On Oct. 1, 2022, the West Village District will officially begin to receive services. Plans for the first year include an increase to clean and safe services from the Downtown OKC BID Green Team, installation of new trash cans throughout the district, creation of a district event, district marketing and the development of a strategic plan.

To celebrate the launch of the West Village District, the community is invited to attend the October Fourth Friday celebration on Friday, Oct. 28, 2022. The celebration will include a district block party featuring market vendors, live music, art exhibits, open houses and newly released West Village District giveaways. For more information, visit WestVillageOKC.com.

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ABOUT WEST VILLAGE ASSOCIATION

West Village Association is the 501(c)(6) organization whose purpose is to manage and promote the West Village District and is dedicated to anchoring downtown OKC's west side with an eclectic, vibrant, and flourishing culture. The West Village District is part of the downtown Business Improvement District, which is managed by Downtown Oklahoma City Partnership. The BID delivers street-level amenities, such as street cleaning and trash pickup, and produces events. For more information, visit WestVillageOKC.com.

ABOUT DOWNTOWN OKLAHOMA CITY PARTNERSHIP

Downtown Oklahoma City Partnership (DOKC) is the 501(c)(6) nonprofit urban place management organization whose mission is to create and champion a vibrant and diverse downtown through placemaking, advocacy, and promotion. DOKC also manages and maintains the Downtown Business Improvement District (BID) and fosters an environment of creativity and culture through public art and activation via Downtown OKC Initiatives. The BID delivers street-level amenities such as street cleaning, landscaping and trash pickup, produces events, and provides additional services such as marketing, branding and programming. For more information, visit DowntownOKC.com.

