

October 2017

Impact of Kendall Whittier Main Street



Kendall Whittier Main Street

Mission: “To promote and restore Kendall Whittier as a thriving, walkable and welcoming community for living and working.”



DOWNTOWN



KENDALL WHITTIER

6th Street

11th Street

15th Street

Peoria

Utica

Lewis

Delaware

Harvard



The University of Tulsa



Whittier Square, circa 1931



Circle Theatre





FRANK LOVEJOY RICHARD CARLSON
RETREAT HELL
ALSO NORTHWEST TERRITORY

FRANK LOVEJOY RICHARD CARLSON
RETREAT HELL
ALSO NORTHWEST TERRITORY

19 CHIL

OFFICES
FOR RENT

Retreat
Hell

245



2012

The Main Street program is a common-sense way to address the variety of issues that traditional commercial districts face...

... based on a Four-Point Approach.

Organization



Courtesy Tulsa World

Promotion



Design



Economic Vitality

What has been
accomplished in
Kendall Whittier?

Economic Vitality

Since January 2013, thirty-one (31) new businesses have opened in the KWMS service area, representing \$17.5 million of investment and 235 jobs.

Twelve are retailers that generate sales tax revenue.



Economic Vitality



Since 2012, assessed property values in the KWMS service area increased 46.2%.

Source: Tulsa County Assessor data, does not include West Park Apartments

Economic Vitality



35%

Whittier Square occupancy rate
Dec 2012

90-95%

Whittier Square occupancy rate
Dec 2017

Design



The KWMS Facade Grant Program has awarded \$23,600 in grants to date, which has been matched by private investment nearly 3-to-1.



Admiral Blvd
2000





E Admiral BLVD
2300

HOOT OWL C...EE CO

W

BEEHIVE
LAUNDRY





2403

Furniture Custom Paintings

MAE
MAE
MAE

EXIT EXIT

2405

DADDY DEE'S
BEE HIVE
LOUNGE
Darts Music Pool TV

07





THE Beehive Lounge

OPEN

THE Beehive Lounge
Serving
Craft Beer & Food

Small white sign on the door



JACK
MOTOR OIL



Promotion

KWMS-produced festivals, special events, and promotions attracted thousands of people from throughout Northeastern Oklahoma to Kendall Whittier.





3 annual + 6 monthly + 26 weekly events = Vitality

(plus 3 sponsorships of other orgs' events)









20 WHITTIER SQUARE 01



In October 2015, Kendall Whittier was designated as one of the first seven Certified Cultural Districts in the state by the Oklahoma Arts Council.

20

WHITTIER SQUARE

01



historicKWMS.com

FB or IG: /historicKWMS

Creating a Main Street

- Define area strategically (peanut butter concept)
- Use what you have, be what you are
- Transformation strategy (vision)
- National Register listing
- Local, Local, Local
- Placemaking vs. Developing