

WEST VILLAGE BY THE NUMBERS

SOURCE: PLACER.AI

JANUARY 1 – DECEMBER 31, 2025



VISITS

2.4M	FREQUENCY	3 visits
+1.7% YOY	AVG STAY	120 mins
+9% YO2Y	PEAK HOURS	6-10 PM
+17.2% YO3Y	PEAK DAY	Saturday

VISITORS

963.8K

EXTENDED WORKFORCE

2.5K

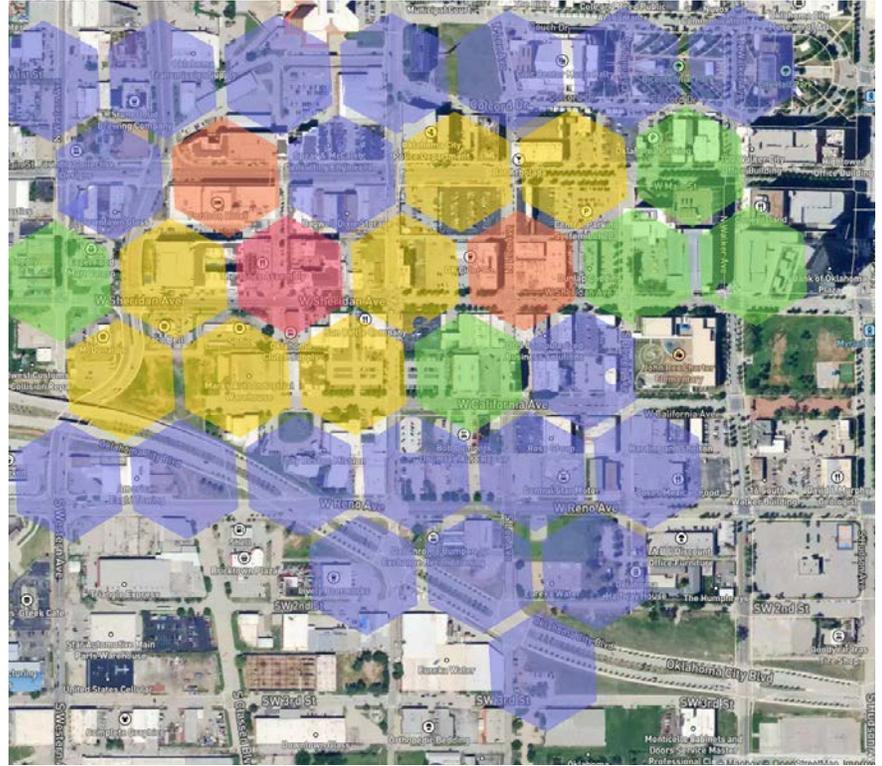
RESIDENTS

787

of Visits

■	355,246 - 536,711
■	210,025 - 355,246
■	87,065 - 210,025
■	41,819 - 87,065
■	<41,819

FOOT TRAFFIC HEATMAP



TOP 3 DAYS IN 2025

25K	Tue, June 24 (Thunder Champions Parade)
16.1K	Sun, April 27 (Memorial Marathon)
16K	Tue, March 15 (St. Patrick's Day)

PUBLIC REALM

First 16 Feet Grant

West Village awarded four matching grants to support storefront improvements and create a more welcoming pedestrian experience. Investments resulted in one new blade sign and planter boxes at three businesses, enhancing curb appeal and street-level activation.

Banners & Branding

Brand architecture was clarified by centering West Village as the primary district identity and repositioning Film Row as “Film Row in West Village.” Updated logos rolled out across social platforms, and new identity banners were installed throughout the district to deliver cohesive, recognizable branding.

Public Benches

Three concrete benches were installed, designed with a höffnerdesignstudio to support outdoor meetings and casual gatherings. Inspired by star forms and finished in West Village’s signature purple, the benches activate public space while reinforcing district character.

Tree Grates

Tree grates along Sheridan Ave. were removed to improve walkability, enhance the pedestrian experience, and support healthier tree growth.



GREEN TEAM

WEST VILLAGE NUMBERS



HOSPITALITY ASSISTS

2,578

PRESSURE WASHING (hrs)

99

BUSINESS CHECK INS

362

BIOHAZARD REMOVAL

204

GRAFFITI REMOVAL

126

WELFARE CHECKS

1,109

EVENTS

Fourth Fridays

From May through October, Fourth Fridays drove a 19% increase in average Friday evening foot traffic across the district. Monthly programming included rotating activities and themed experiences such as Reggae Music Night, Puerto Rican Day Celebration, and live wrestling, helping activate West Village and create consistent reasons to visit.

Out West Music Fest

West Village debuted its first-ever Out West Music Fest on July 25, a free, family-friendly celebration of music, local flavor, and community. Featuring 30+ local vendors, 11 musicians and bands, four DJs, and Tulsa-based King Cabbage Band, the event drew approximately 4,500 attendees – nearly double the typical Fourth Friday turnout.

2025



CREATIVE OFFICE / ENGAGEMENT

Six rotating district happy hours brought working professionals together ahead of the block party series, each hosted by a different creative office company at locations across West Village. These gatherings strengthened connections within the creative office community.

Launched the “Office Here” webpage to highlight available creative office spaces for prospective tenants. A December Meet & Greet welcomed new businesses and encouraged existing owners to connect, exchange services, and build relationships for future collaboration.



NEW BUSINESSES

- Café De L'Asie
- Frank. Branding & Advertising
- JPop Co Balloons
- Oklahoma Film Exchange
- Pirate Bike and Outdoor
- RIP Social
- Root & Bloom Beauty & Nails
- Stan & Ollies Market
- The Blue Dolphin
- The Pulse Apartments
- Tio Caszos Puerto Rican Kitchen

