2021 Edition | Kendall Whittier Main Street | visitKendallWhittier.com

Program Impact

$157,257,491
Total Private Investment
2020: $14,392

82 New Businesses
2020: 15

48 Façade Improvements
2020: 8

Designation Year: 2010

Volunteer Connection

16,398
Volunteer Hours
Program to-date: 638

$467,999
Volunteer Value
Program to-date: $18,209

Enter: Kendall Whittier

With a mix of art studios, breweries, restaurants, a historic theater and non-mainstream retail, Kendall Whittier is a unique experience. There is something for everyone in this funky corner of Tulsa.

But it wasn't always this way.

After four decades of blight, Kendall Whittier Main Street was formed in 2010 to spark revitalization in the historic district. Volunteers and staff rolled their sleeves up and got to work to transform the seedy "red light" district of Tulsa.

KWMS – nestled in one of the most diverse neighborhoods in Tulsa – fulfills its mission ***to promote and restore Kendall Whittier as a thriving, walkable and welcoming community for living and working,*** by providing leadership and volunteer opportunities for all who want to participate in the district's revitalization. KWMS is dedicated to maintaining an affordable district instead of pricing people out. This is what makes Kendall Whittier so special – progress without marginalization.

A GREAT AMERICAN MAIN STREET

Kendall Whittier Main Street (KWMS) was selected by a national jury as a 2020 Great American Main Street Award (GAMSA) winner for turning an area of decades-long blight into a lively hub for arts and culture. The exclusive honor recognizes communities for their excellence in comprehensive preservation-based commercial district revitalization.

"The turnaround of this district has been miraculous but not without concerted, concentrated effort by the program's board of directors, volunteers, residents and Tulsa city leaders," said Buffy Hughes, Director of the Oklahoma Main Street Center.

Main Street is Making a Difference

Arts and culture have been at the forefront of Kendall Whittier Main Street's transformation since Day 1. In 2015, Kendall Whittier was designated an Oklahoma Certified Cultural District. Today, chock-full of artists, screenprinters, photographers, filmmakers, craft beer creators and ceramic sculptors, Kendall Whittier is truly a maker's district.

With more than 40 percent of Kendall Whittier's population being Latinx/Hispanic, Kendall Whittier Main Street hosts cultural events, like the Los Festivales y Mercados series, set to kick off in December of 2021. Further, KWMS's Diversity, Equity and Inclusion committee is working to increase KW's bilingual programming.

Main Street is also committed to direct business support. Over the years, more than 20 buildings have been rehabilitated or updated as part of the Facade Grant Program, which matches grantees funds up to $3,000. Additionally, $36,200 was given out in 2020 as part of a Rent Relief Program, helping businesses stay afloat during the pandemic and economic crisis.

Kendall Whittier Main Street Staff

Jessica Jackson Seay
Executive Director

Mobile: 918-633-1934
jessica@visitKendallWhittier.com

Sydney Alison
Community Engagement Coordinator

Mobile: 918-606-8819
sydney@visitKendallWhittier.com

Tulsa Statistics

419,494
Population

19,291
Businesses

$44,101
Median Household Income

36 Years
Median Age

2.4
Average Household Size

**ESRI Profile 2017*

Social Media

6,774
Facebook Followers
@visitKendallWhittier

4,607
Instagram Followers
@visitKendallWhittier

Board of Directors

Craig Longacre, President
Josh Kunkel, President Elect
Ken Busby, Treasurer
Malinda Blank, Secretary
Eric Marshall, Past President

Barbara Abercrombie
Cole Cunningham
Calvin Moniz
Lorena Rivas

Downtown Services:
Committee Projects and Special Events

The Main Street approach is a proven framework and has guided the revitalization of thousands of downtowns across the nation for the last 40 years. Main Street America found the key to revitalizing downtown was to approach the district's problems and opportunities in a comprehensive manner, working simultaneously in four broad areas called the Four-Point Approach®. KWMS has committees and taskforces to complete projects in each o the points. The volunteers are responsible for much of the work of KWMS. Below are the points and their respective projects.

Organization:

- Annual Friends Campaign
- Volunteer Recruitment & Engagement
- K9s of K-Dub Calendar
- K-Dub Grub & Suds

Promotion:

- Ready. Set. Eat! (March-May)
- Kendall Whittier After Five (May-Oct.)
- Los Festivales y Mercados (quarterly)
- Kendall Whittier Arts Festival (Oct 16)
- Small Business Saturday (Nov. 27)
- Kendall Whittier Weekly E-Newsletter
- Social Media marketing
- Annual State Awards

Design:

- Facade Grant Program
- Streetscaping & beautification efforts
- Whittier Square Improvement District
- Kendall Whittier Walls & mural programs
- Annual and semi-annual Clean Up Days

Economic Vitality:

- Proactive Business Recruitment
- 2020 Rent Relief Program
- Business support, seminars and guidance
- Historic Preservation efforts

Kendall Whittier Main Street events bring thousands of people to the district annually.

Kendall Whittier After Five

K-Dub Grub & Suds

Los Festivales y Mercados

Oklahoma Main Street Center Leading Economic Development

The Oklahoma Main Street Center provides training, resources and technical assistance for preservation-based commercial district revitalization.

Based on the National Main Street Center's guiding principles and nationally recognized Four-Point Approach®, the program offers a practical strategy scaled for each local program.

Main Street promotes public and private partnerships and local leadership, commitment, and synergy while delivering tangible and intangible benefits to both communities and neighborhood districts. Services available by point include, but are not limited to economic revitalization consisting of Organization, Promotion, Design and Economic Vitality. Training and technical assistance in Oklahoma are coordinated by the Oklahoma Main Street Center, a division within the Oklahoma Department of Commerce.

The Oklahoma Main Street Center was established in 1985 and today The Center now offers training and technical assistance to active programs.

Through March of 2020, the Oklahoma Main Street Center saw more than **$1.8 billion in public and private reinvestment** and 14,585 building rehabilitations in participating Main Street Programs. There has been a net gain in businesses of 5,743 and a net gain in jobs of 19,756. Volunteer hours have only been tracked since 2002 and to-date are 1.6 million.

Statewide Impact 2020

$45,911,429
Total Private Investment
Program to-date: $1,417,511,965

$22,156,373
Total Public Investment
Program to-date: $445,298,368

197
New Businesses
Program to-date: 9,559

168
Façade Improvements
Program to-date: 5,287

35,545
Volunteer Hours
Program to-date: 1,590,198

Become a Main Street

If your community is interested in learning more about the Oklahoma Main Street program and the Main Street Approach®

Contact:
Phone: 405-815-6552
Toll Free: 800-879-6552
MainStreet@okcommerce.gov
Okcommerce.gov/mainstreet
facebook.com/OKMainSt

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