



2023 Edition

Kendall Whittier Main Street

visitKendallWhittier.com

Program Impact

Designation Year: 2010



\$173,606,655

Total Private Investment

2022: \$15,359,437



96 New Businesses

2022: 13



65

2022: 14

Façade Improvements

Volunteer Connection



17,977

Volunteer Hours

2022: 1,309



\$398,730

Volunteer Value

2022: \$23,040

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 was named a Certified Cultural District by the Oklahoma Arts Council in 2015, and in 2020, KWMS was selected by a national jury as a Great American Main Street Award winner for excellence in comprehensive preservation-based commercial district revitalization.

Kendall Whittier Main Street's mission is to work with businesses, property owners, and community partners to create vibrancy in Kendall Whittier's commercial areas.



OUR CORE VALUES

Cultural Diversity/Inclusion

welcoming to all, celebrating different cultures

Support Local

locally-owned businesses vs chains

Creativity/Craftsmanship

artists, artisans, food, brewery, creative offices

Respect the History

know and promote it as an asset, value Route 66 history

Accessible/Affordable

multiple price points for diversity of businesses

Respect the District

care for the greater good, neighboring businesses & residents

Value Partnerships

organizations, property owners, business owners

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, which kicked off in December of 2021. Further, KWMS's Diversity, Equity, Inclusion and Accessibility committee is working to increase KW's bilingual programming.



Main Street is also committed to direct business support. Over the years, 30 buildings have been rehabilitated or updated as part of the Facade Grant Program, which matches grantees funds up to \$3,000. In late 2022, KWMS launched a Relief and Capital Improvement Grant with a pool of \$30,000 to directly support businesses.



Kendall Whittier Main Street Staff

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Board of Directors

Josh Kunkel, President • Barbara Abercrombie, VP • Malinda Blank, Secretary • Maria Barnes • Cole Cunningham • Michael Mills • Juan Miret • Josh New • Pat Treadway • Bailey Adkison, Board Intern • Denita White, Board Intern

Committee Projects & Special Events

The Main Street approach is a proven framework and has guided the revitalization of thousands of districts across the nation for the last 40 years. Below are the points and their respective projects:

Organization

- Annual Friends Campaign
- Volunteer Recruitment & Retention
- Business & Community Engagement

Promotion

- Los Festivales y Mercados (quarterly)
- Amps on Admiral (June)
- Kendall Whittier Arts Festival (Oct)
- Small Business Saturday (Nov)
- Kendall Whittier Biweekly Newsletter
- Social media marketing
- Annual State Awards

Design

- Façade Grant Program
- Streetscaping & beautification efforts
- Kendall Whittier Improvement District
- Kendall Whittier Walls & mural programs

Economic Vitality

- Proactive Business Recruitment
- 2020 Rent Relief Program
- 2023 Relief & Capital Improvement Program
- Business support, seminars & guidance
- Historic Preservation efforts

Social Media

@visitKendallWhittier



8,277
Facebook Followers



5,326
Instagram Followers