



WESTERN
avenue

Western Avenue Association





Overview

The Western Avenue Association is a 501 c6 membership organization established in 2002. Now comprised of more than 200 merchants we have garnered an impressive 15,000 loyal followers and fans and are host to 50,000 beloved community residents. We exist to support, promote and cultivate a best-in-class district in collaboration with our devoted neighborhood population!

- Began late 2001/ early 2002 as a rallying effort for a handful of restaurateurs and independent retail owners
- Growth in initial years went from a handful (about 10) to 100 association members in five years
- Initial areas of focus; food destination, beautification and tourism
- Primary dues benefit was wholesale advertising



Board of Directors

We have an active board of (12) nominated and voted on by the membership.

The association shepherds the diverse mix of board members to ensure equal representation.

- Officers include; President, Vice President, Treasurer & Secretary
- Committee Chairman include; Beautification, Events & Culture, BID, Fundraising & Membership
- Secondary support systems and business owner engagement are paramount!



Board of Directors

"The Western Avenue Association creates opportunities for us to grow and reach more people than we could on our own. Being a member and uniting with other businesses on Western really strengthens our position in the community and gives us the best chance to stand out as a district and a business."

Josh Adel

Vice President - First National Bank of Oklahoma

"Western Avenue Association is valuable in many ways. I feel a sense of community, support, involved and motivation."

Carrie Parker

Business Owner - Always Greener

"The Western Avenue Association is like having family surrounding you. We are all different on the street, but we are all alike in our desires to make Western Ave. THE place to shop and dine and we can only further that by working together. It takes a village, and that we are."

Patti Tepper-Rasmussen

Business Owner - learning tree

"The Western Avenue Association is important for a number of reasons. First, it's great to have a group of fellow small business owners that you can call on for support and encouragement. Second, the referrals I get from other members is great. Third, sharing ideas on how to make your business better happens within the association. Lastly, I feel being a member is most important because we need to stick together and move forward as one large group instead of single individuals."

Teresa Wall

Business Owner - 42nd St. Candy Co.

"The Western Avenue Association creates a sense of community among the local businesses. It provides a way for us to interact with one another not only to promote our individual businesses, but also to elevate the district as a whole and attract customers to our unique dining and shopping opportunities."

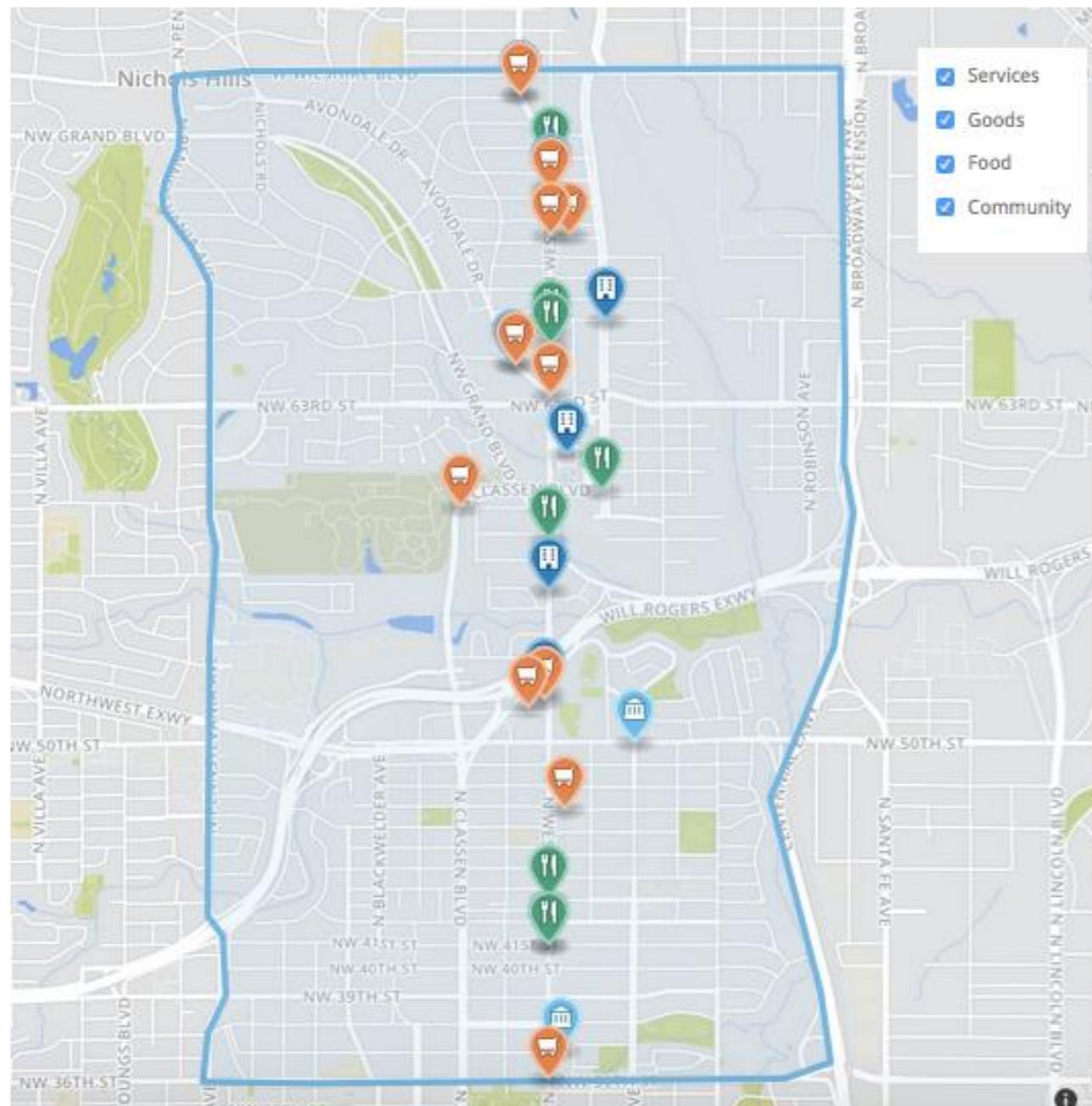
Laura Howell

WAA Board President



Membership

Our district has grown to include more than 250+ businesses and more than 50% are member





Membership

2014 YEAR IN REVIEW

WE REBRANDED THE DISTRICT FOR A FRESH NEW LOOK



A NEW WEBSITE WAS LAUNCHED WITH 500% INCREASE IN BUSINESS SPECIFIC PAGES AND AN 84% OVERALL INCREASE IN PAGE VIEWS

WE LAUNCHED THE ON THE LAWN SERIES WITH 300+ MEDIA PICKUPS AND THOUSANDS OF ATTENDEES STREAMING INTO THE DISTRICT



WE AMPED UP OUR SOCIAL MEDIA STRATEGY AND SAW HUGE INCREASES IN QUALITY ENGAGEMENT WITH OUR DISTRICT.

WE PARTNERED WITH TWO LOCAL PATRONS TO DO GOOD IN OUR DISTRICT WITH THE WESTERN SCOUT PROGRAM



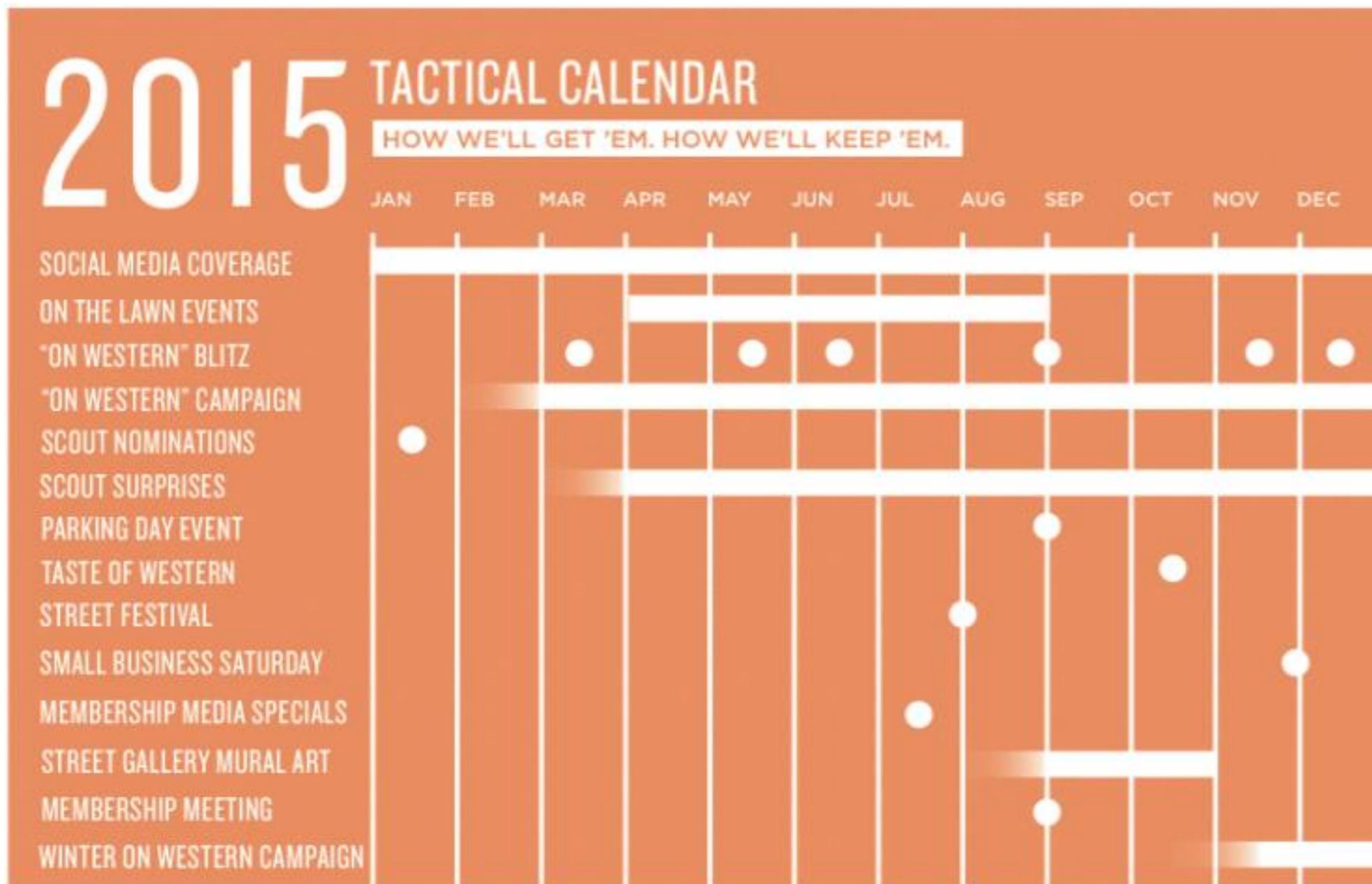
WE SAW AN INCREDIBLE AMOUNT OF SUCCESS WITH MULTIPLE EVENTS SUCH AS SAINT BALDRICK'S, PARKING DAY AND TASTE OF WESTERN.



WE BROUGHT BEAUTIFUL AND MEANINGFUL PERMANENT ARTWORK TO OUR COMMUNITY WITH UNIQUE AND COLORFUL MURALS AND SOLIDIFIED THIS DISTRICT AS A TOP ARTS COMMUNITY IN OKC.



Membership





Membership

LET'S DO THIS.

YOU MAKE IT POSSIBLE, OUR MEMBERS.

We exist to build, promote and champion you and in order to do that best, we need everyone to participate! All the progress we've made and the plans to continue positive momentum are possible because of Membership Dues. We look forward to celebrating **MORE** successful outcomes together.

LOOK AT ALL THAT! 

JOIN TODAY. GET CONNECTED.

Get in touch with your membership team and be part of Western Avenue.
Please mail your membership dues by 2/15/15 for a 10% savings!

ADRIAN YOUNG
EXECUTIVE DIRECTOR, WESTERN AVENUE ASSOCIATION
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PATTI TEPPER-RASMUSSEN
OWNER, THE LEARNING TREE
2015 MEMBERSHIP BOARD CHAIRMAN
(405) 848-1415



Membership

MEMBERSHIP BENEFITS & COST

NON-PROFIT \$150 ANNUALLY BASIC \$300 ANNUALLY

- WEBSITE LISTING
- WEBSITE MERCHANT PROFILE PAGE
- WEBSITE MAP INCLUSION
- MEMBERSHIP MEETING/SOCIALS
- EVENT SUBMISSION & LISTINGS
- BUSINESS INCLUSION ON WESTERN SCOUT "TOUR MAP"
- SOCIAL MEDIA INCLUSION/PROMOTION (FACEBOOK, TWITTER & INSTAGRAM)
- EXCLUSIVE MEMBERSHIP DISCOUNTED MEDIA OPPORTUNITIES
- MONTHLY COMMUNITY EVENTS
- COMPANY INCLUSION ON MAP LISTING
- EXCLUSIVE PARTNER, MEMBER-TO-MEMBER & SPONSOR DISCOUNTS
- "ON WESTERN" JOY MOB PARTNER OPPORTUNITIES

PREMIER \$500 ANNUALLY

- ALL BENEFITS INCLUDED IN THE BASIC MEMBERSHIP PLUS THE BELOW ADDITIONAL "PREMIER EXCLUSIVE" BENEFITS:
- WESTERN AVENUE "MEMBER OF THE WEEK" FEATURE ON FACEBOOK, TWITTER & INSTAGRAM
- WEBSITE FEATURE (OPPORTUNITY TO INCLUDE SLIDESHOW, VIDEO OR ADDITIONAL SUB-PAGE CONTENT)
- WEBSITE PREFERRED PLACEMENT
- FIRST RIGHT OF REFUSAL ON ALL DISCOUNTED MEDIA RATE, PACKAGES AND PARTNER/SPONSOR OFFERS



Where We've Been



2007 Milestone

July 2007 - Western Avenue was officially enacted by the City of Oklahoma as a Business Improvement District (BID). The goal of the BID was to help invest in (3) key areas to enhance the shape of the then “up & coming” area.

- Beautification: curb and sidewalk cleaning, quarterly powerwashing of common areas and trash pick up/ receptacle purchase

- Marketing: co-op advertising, sidewalk sale promotions, television campaign production, etc.

- Security: roving night patrol to reinforce safety among evening visitors to the area

The funds generated from the BID (Approx. \$60k in 2007, - at present approx. \$100k) covered those associated expenses.

Benefits shared with property owners and tenants at that time included hopes of rising property values, increasing interest in available space, driving more customer traffic and garnering widespread interest.



2007 Milestone

District becomes unexpected hot spot

By Sara Gannus
Business Writer

Many Western Avenue business owners — those along the three-mile stretch between NW 36 and just past Wainwright Boulevard in Oklahoma City — are quick to brag about themselves these days.

Their pride doesn't stem from boosted sales, necessarily, though few can say they're suffering. Instead, they are relishing the fact that Western Avenue finally has become what some thought it would never be for Oklahoma City: a destination hot spot.

"As a retailer, becoming a destination point is definitely music to my ears," said Teresa Wall, owner of 42nd Street Candy Co., 4200 N Western Ave. "It's not something that happens overnight. It's something that you have to really work towards, and you truly do not see it happen. It's a slow process, and that's what it needs to be, because that way it lasts."

That process began in the mid-1990s, when areas like Memorial Road and May Avenue were thriving with bigger and newer national franchises and restaurant chains. Facing a "David and Goliath" scenario, some of Oklahoma City's restaurateurs decided to conceive and develop a restaurant row concept for Western Avenue. Unfortunately, it never materialized.

But it wasn't until 2001, when that same group joined forces with some of Western's small-business owners and service providers to form the association that things really started taking off.

Forming the Western Avenue Association

Today, many business owners on Western credit the area's success and sustainability to the formation of the association that has attracted more than 110 members.

Mel Martin, president of the group and president of First National Bank of Oklahoma, said part of the association's growth can be attributed to the marketing incentives and business seminars it offers to merchants who wouldn't be able to promote themselves on their own.

"This is an organization that's only been in existence for five or six years," Martin said. "Our growth has been exponential from 30 to 60 to 110 the first few years. In terms of actual businesses, businesses come and businesses go, so it's hard to say if we have more businesses on Western than we had five years ago, but I think the businesses are much healthier."

Carl Milan, owner of Western Concepts, which includes Sushi Neko, Musashi's, Will Roger's Theater and Will's Coffee shop, agrees.

"We had pockets of extremely nice areas and pockets of not-so-nice areas," he said. "Since that time, I think everyone in Oklahoma City who thinks of going out for dinner, they just drive down Western and figure out where they want to go. That's one of the things we wanted to accomplish: People get hungry; they think about Western."

Milan, also one of the association's board members, said that when he opened Musashi's, 4315 N Western



The Western Avenue Association was formed in 2001 to beautify the area and promote business and tourism.

Ave. in 2002, he knew he was making an investment in Western Avenue.

"(Before) Musashi's was really a burned out bar that was a field with weeds growing up in it," he said. "Starting off with that, it just needed a bit of a seed, and now we've got The Wedge that's come in. We've got Cafe Nova that's come in. I just think it's a better use of property."

Welcoming new businesses

Wall, who has owned the 28-year-old candy shop on Western Avenue for about eight years, said she's also grateful to see those newer businesses on Western.

"It's great when you've got somebody that's across the street or next door that comes and they start a new business because you truly do pick up on their enthusiasm, and it's contagious," she said. "It draws more new people, and it draws old people that may have forgotten you."

One of the association's recent events was its first publicized sidewalk sale June 15-16. Like its annual October event, Taste of Western — which primarily benefits the restaurants — the sidewalk sale gave some of Western's retailers an opportunity to promote their business, said Heather Griswold, Western Avenue Association coordinator and one of the association's founders. This year, about 30 merchants participated.

Vince Scoufos, one of the owners of Antique Avenue Market, 5219 N Western Ave., said he saw sales increase by more than 100 percent over that weekend, and a higher ratio of out-of-town customers.

"That was, by our accounts, one of the best days most of us have ever had," he said.

Griswold said the next project for the association is a three-component 10-year business improvement district for Western Avenue that includes marketing, security and beautification. She said she hopes the association can launch a streetscape project from NW 36 to NW 50 with additional lighting and continual sidewalks.

Sara Gannus 475.3232.56anus@oklahoman.com

Marketplace *Western Ave.*

New BID Announced!

After two years of hard work, there's a new Business Improvement District (BID) on the horizon for Western Avenue. This concept has been implemented in downtown Oklahoma City and in Stockyards City, and the success of the model is coming to Western, between NW 36th and Classen Boulevard, thanks to the efforts of a diligent sub-committee of the Western Avenue Association and approval by the Okla.



City Council's 'BID' boosts Western Ave. merchants

Patrick B. McGuigan
Newspaper Manager

A new Business Improvement District (BID) has been formed on Western Ave. in the MidCity. One of the plan's confident goals is to benefit all property owners along the historic corridor, which has seen significant improvements in recent years.

The city council approved the formation of the new "BID" on Western Avenue at the regular Tuesday, June 5 meeting. The District is the portion of Western Avenue between N.W. 36th St. north to Classen Blvd. The program is modeled after

successful Business Improvement Districts established downtown and at Stockyards City.

"After spending nearly two years working with other Western Avenue stakeholders laying the ground work on this effort, it was gratifying to hear the positive comments towards the BID from the Mayor and City Council and to receive their unanimous support," said Mel Martin, current President of the Western Avenue Association and President of First National Bank of Oklahoma. Martin said the success proves what can be done with collaboration and cooperation among local businesses and diverse merchants in the area.

"We are excited to see how the funds that will be created from the BID can be channeled into making this part of Western Avenue one of Oklahoma City's premier destinations to shop, dine and unwind. We are very fortunate to have such overwhelming support from the property owners within the BID that clearly see the benefits that can be achieved with this type of collaboration," Martin concluded.

This week, meanwhile, many merchants along Western Ave. were preparing for an old-fashioned sidewalk sale set for Friday, June 15 and Saturday, June 16.

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'BID' boosts Western Ave. merchants

continued from page 1

Participants in the gala sales event include Pass Your Plate, Ruth

Others joining the Sidewalk Sale include Kitchen & Bath Galleries, KSDesign, Kutz & Co., Langhorne

association is a 100+ membership based group comprising most of the businesses along North Western



President of the Western Avenue Association Mel Martin, who is also President of First National Bank of Oklahoma. Photo By Craig Gursaulley

MidCity Advocate 6/14/07



2007 Brand & Fundraiser Event



Current Branding





Current Branding

MANY VOICES. ONE VISION.

#ElevateOKC

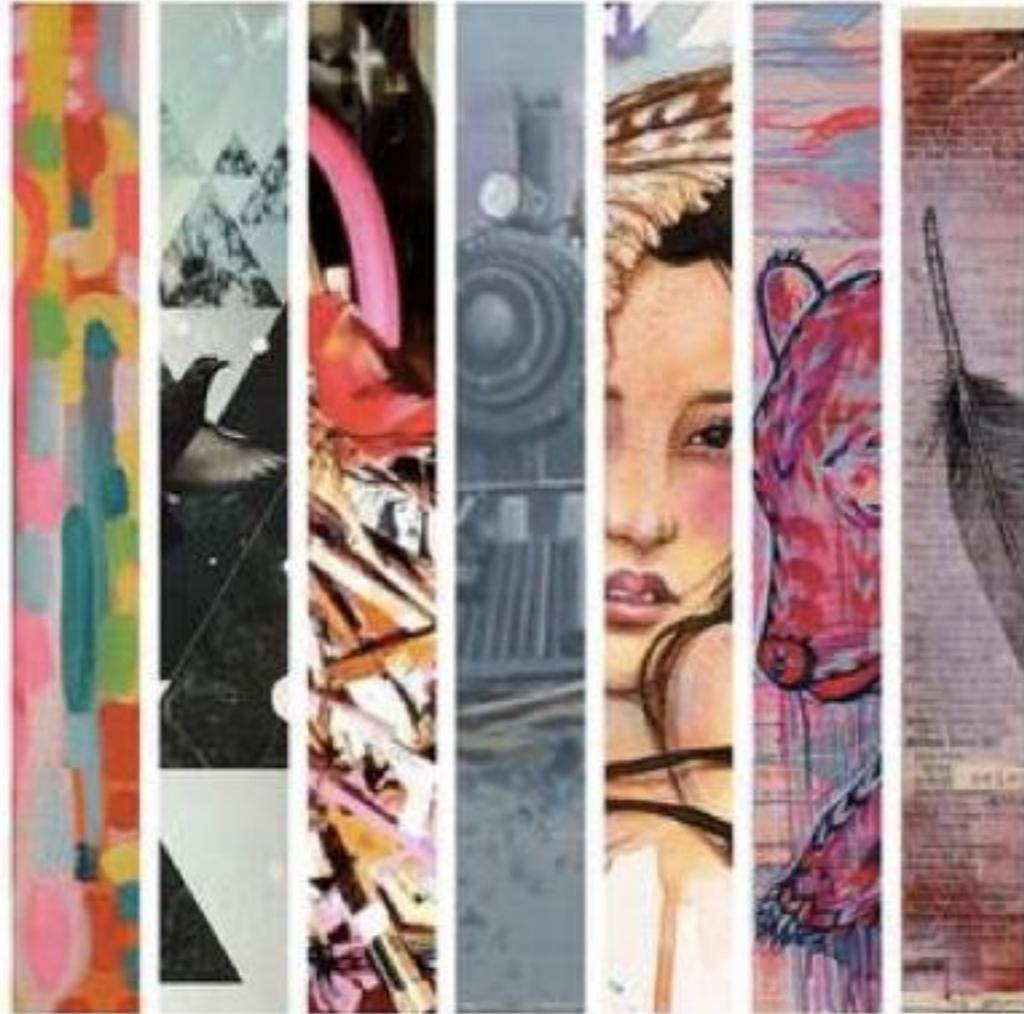




Current Branding



A TASTE OF WESTERN CULINARY ART



ART

Western Avenue has teamed up with nine local artists to create public art along the district corridor in the form of five grand murals and several art installations celebrating life in Oklahoma. We are humbled and honored to have such an amazing line-up of local talent. A few days before the event, we'll unveil the art for voting by the public to choose the "best of" work. **Please read more about our artists.**



CULINARY

At Taste of Western, you'll enjoy food and wine tastings from your favorite restaurants and local wine brokers. We're excited to have 15 of our district's most celebrated restaurants participate in this spectacular event. Please take the time to **view our restaurant page** and visit the sites and social links of participants for an idea of what culinary treats to expect.



Current Community Events

April - August

- **On The Lawn** is Western Avenue's "whole family happy hour" focused on good food, yard games and live entertainment for all ages. We celebrate family by hosting a once monthly FREE community event designed with something for your whole brood to enjoy time outside together along Western Avenue in Oklahoma City.

September

- **WestFest** will be a culmination of the good finds and good times to be had in Western Ave. The festival is about the phenomenal local music, food, famous watering holes and pioneering spirit working to improve public spaces and make Western Ave a pedestrian-haven too. We closing the street and bringing music to the masses in this year's music street festival!

September/ October

- **Street Art Gallery** our growing live mural gallery was initiated in the spirit of enhanced public spaces and district placemaking. Local artists convert our corridor to a public street art gallery converting building sides to canvas as they imagine beautiful works to liven the area and attract visitors

October

- **13th Annual Taste of Western** our district chefs create amazing bite-size fare to suit wine/ beer pairings as we raise money to enhance our Western Avenue District community. We showcase the local restaurant talents while celebrating OKC's distinct flavor of local art and award a grant to the favored works.

Nov/ December

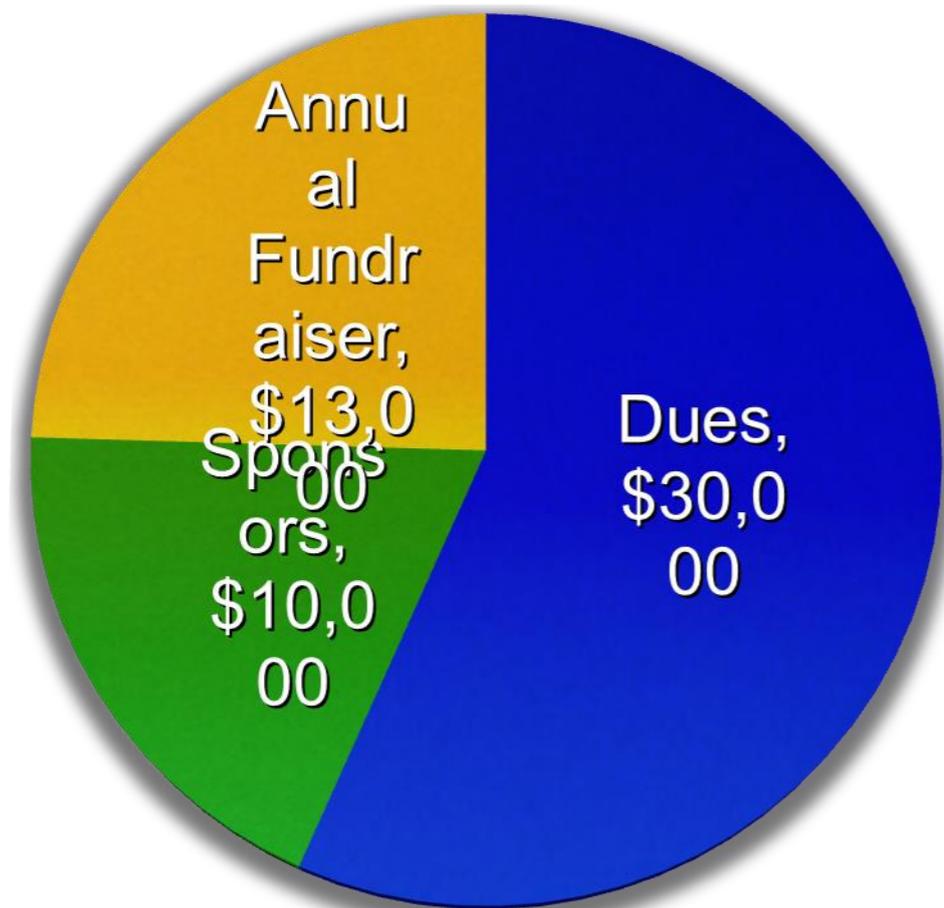
- **Winter On Western** every year during the bustling holiday retail rush we provide a consumer engagement opportunity to increase shopping preference to our area and continue the theme of serving community well!

Additionally, we partner throughout the year supporting National events like Giving Tuesday, Park(ING) Day, Small Business Saturday

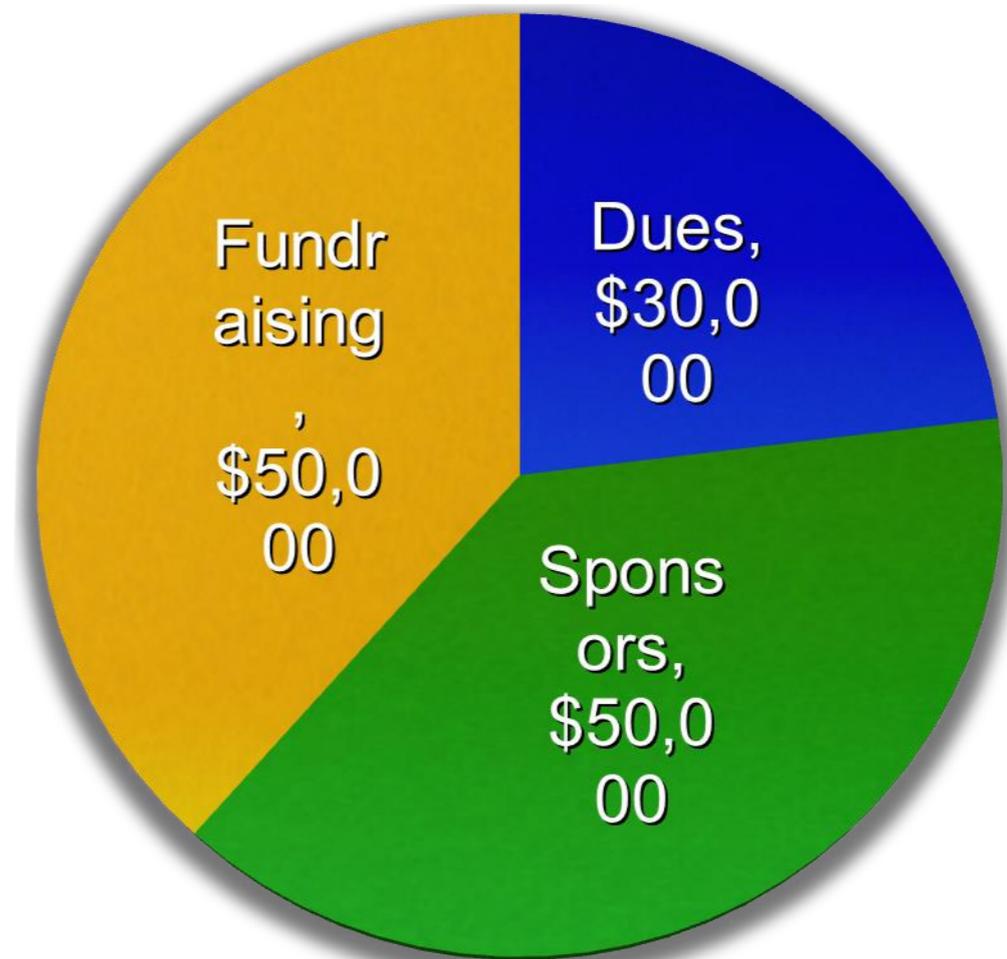


THEN & NOW

2007



2015







On The Lawn : April - Sept







Where We Are Today

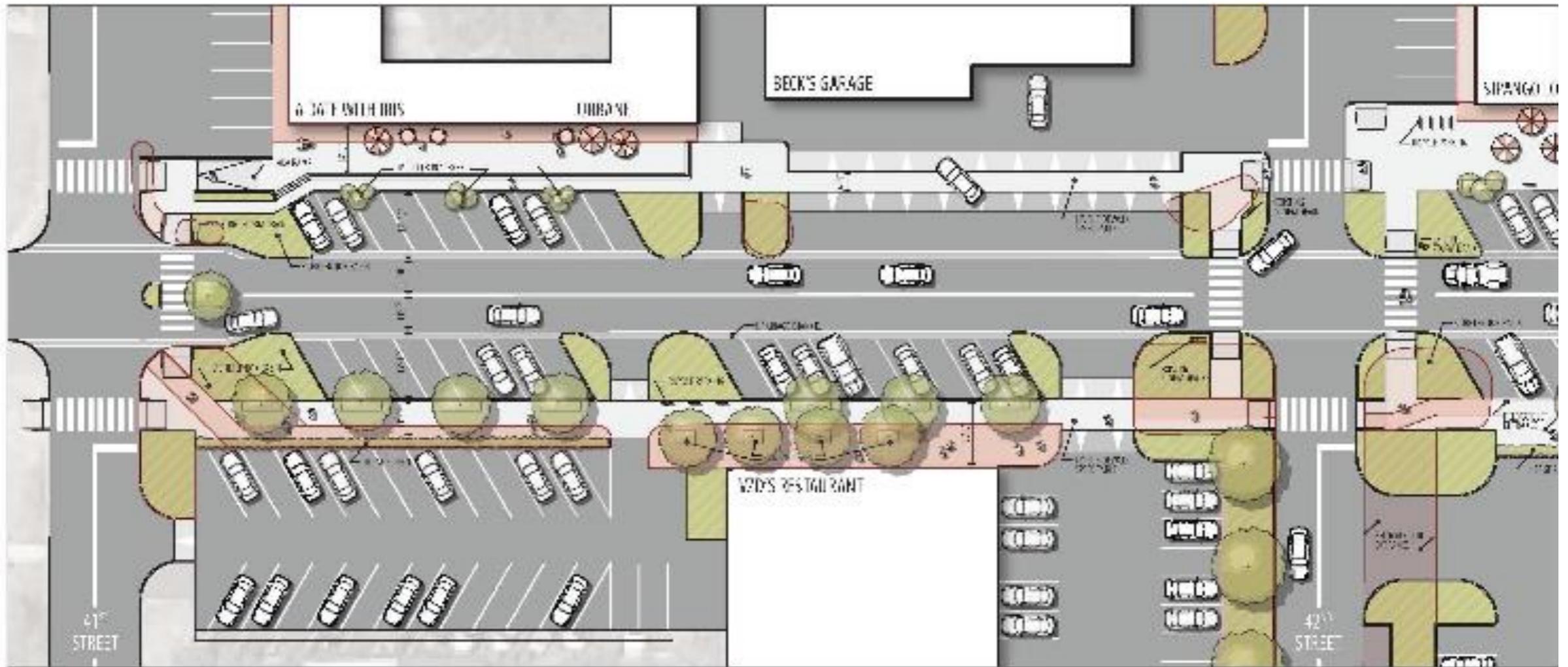


A Sense of Place





A Sense of Place





A Sense of Place





A Sense of Place





“Western Avenue is has become a thriving commercial district in the heart of Oklahoma City. In addition to being a historic part of the city, Western Avenue is a modern, vibrant neighborhood that is home to many of the communities most beloved locally owned businesses.

An important part of the city’s urban fabric, Western Avenue is lined by an exciting selection of locally-owned businesses that provide a strong connection to the city itself. Here, among an eclectic mix of stylish shops and boutiques, tantalizing restaurants, antique and furniture stores, and famous art galleries, one can find most anything they want. Small wonder, Western Avenue has become a destination all its own.

Bordered by several of the city’s oldest neighborhoods, Western Avenue is a popular area for local residents and a welcoming spot for visitors seeking genuine Oklahoma hospitality. Running approximately three miles long, this homey stretch of avenue oozes Midwestern charm balanced with an urban flair, providing an unparalleled OKC experience.”