

# AUTOMOBILE ALLEY BY THE NUMBERS

SOURCE: PLACER.AI

JANUARY 1 - DECEMBER 31, 2025



## VISITS

**2.9M**  
6.2% YOY

**FREQUENCY** 2.4 visits  
**AVG STAY** 91 mins  
**PEAK HOURS** 12-1, 6-7 PM  
**PEAK DAY** Saturday

## VISITORS

**1.2M**

## EMPLOYEES

**3.6K**

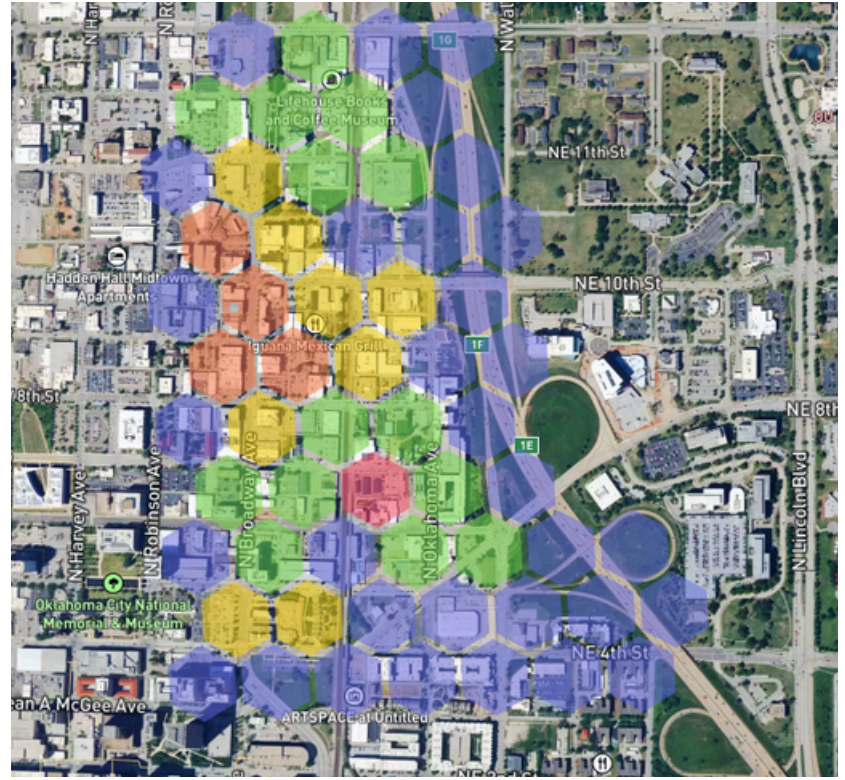
## RESIDENTS

**746**

### # of Visits

- 364,260 - 486,715
- 181,481 - 364,260
- 82,247 - 181,481
- 21,834 - 82,247
- <21,834

## FOOT TRAFFIC HEATMAP



## TOP 3 DAYS IN 2025

- 17.9K Sat, Dec 13 (Lights On Broadway)
- 17.2K Tues, June 24 (Champions Parade)
- 15.7K Sat, March 29 (OKC Tulip Festival)

## EVENTS & CAMPAIGNS

### HOLIDAY LIGHT DISPLAY

From November through January, Automobile Alley again delivered its seasonal Holiday Light Display, illuminating the district with more than 700,000 lights across buildings and streets. Led by the Automobile Alley Association with participation from district business owners, the display continued to serve as a core seasonal initiative, reinforcing the district's identity, driving visitation, and supporting businesses throughout the holiday period.

### CHOCOLATE DECADENCE

The 27th annual fundraiser welcomed more than 380 guests and featured chocolate creations from 14 restaurants, raising an estimated \$57,000 to support the Automobile Alley Association's initiatives, such as light displays, neon sign grants, street amenities, and public art.

### CARS IN THE ALLEY

Auto-centric events have naturally become a staple in the district. Automobile Alley hosted VDubs on Auto Alley in May, Motors in the Alley nine times, and the Porsche Club of America's first community car show during its national convention, each bringing the district's automotive legacy back to the streets, activating the area, and connecting its history with the energy of today's local businesses.



# GREEN TEAM

AUTO ALLEY NUMBERS



HOSPITALITY ASSISTS

12,507

PRESSURE WASHING (hrs)

67

BUSINESS CHECK-INS

1,232

BIOHAZARD REMOVAL

468

GRAFFITI REMOVAL

226

WELFARE CHECKS

1,747

## LIGHTS ON BROADWAY

In its 10th year, Lights On Broadway continued as a three-Saturday holiday event series and welcomed more than 22,000 visitors. The event featured an expanded Holiday Artist Market in partnership with Factory Obscura, a new Silent Disco activation, and more holiday lights. Returning favorites like visits with Santa, live performances, and a holiday dog costume contest continued to support our businesses and drive traffic throughout the district.



## LOUD CITY HQ

OKC Thunder selected Automobile Alley as the home of Loud City HQ, a pop-up activation held April 14-19, leading into the NBA Playoffs. Located at 801 N Broadway Ave., the space hosted morning sessions with community leaders, creatives, and local organizations. Evenings were open to the public with giveaways, exclusive merchandise, live DJs, and playoff energy.



# BETTER BROADWAY

## BROADWAY STREETSCAPE IMPROVEMENTS

In 2025, the City of Oklahoma City completed major improvements to Broadway as part of the Better Streets, Safer City project, delivering ADA-compliant crosswalks, angled parking, and traffic-calming enhancements. The project added 50 new street trees with uniform tree wells, funded through grants from the Oklahoma City Community Foundation, the Automobile Alley BID, and the City of Oklahoma City, and installed 28 amenity poles with new banners highlighting historic facts and reinforcing district identity. Automobile Alley coordinated closely with the City of Oklahoma City, Rudy Construction, and SRB Consultants through weekly meetings and regular business communications to minimize construction impacts. The project concluded with a ribbon-cutting in November 2025, marking a significant milestone in creating a safer, more walkable, and welcoming corridor.

