Kendall Whittier Main Street

Mission: “To promote and restore Kendall Whittier as a thriving, walkable and welcoming community for living and working.”
Whittier Square, circa 1931
The Main Street program is a common-sense way to address the variety of issues that traditional commercial districts face…

… based on a Four-Point Approach.
What has been accomplished in Kendall Whittier?
Since January 2013, thirty-one (31) new businesses have opened in the KWMS service area, representing $17.5 million of investment and 235 jobs. Twelve are retailers that generate sales tax revenue.
Since 2012, assessed property values in the KWMS service area increased 46.2%.

Source: Tulsa County Assessor data, does not include West Park Apartments
Economic Vitality

35%  
Whittier Square occupancy rate  
Dec 2012

90-95%  
Whittier Square occupancy rate  
Dec 2017
The KWMS Facade Grant Program has awarded $23,600 in grants to date, which has been matched by private investment nearly 3-to-1.
Promotion

KWMS-produced festivals, special events, and promotions attracted thousands of people from throughout Northeastern Oklahoma to Kendall Whittier.
3 annual + 6 monthly + 26 weekly events = Vitality

(plus 3 sponsorships of other orgs’ events)
In October 2015, Kendall Whittier was designated as one of the first seven Certified Cultural Districts in the state by the Oklahoma Arts Council.
Creating a Main Street

• Define area strategically (peanut butter concept)
• Use what you have, be what you are
• Transformation strategy (vision)
• National Register listing
• Local, Local, Local
• Placemaking vs. Developing