

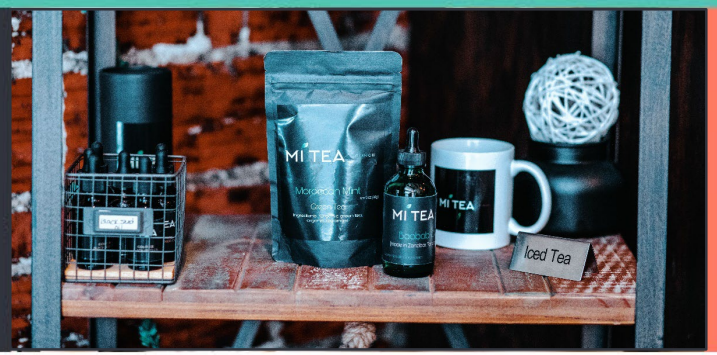




TULSA DOWNTOWN PARTNERSHIP

Downtown Days of Wonder Pop Up Shops







IMPACT

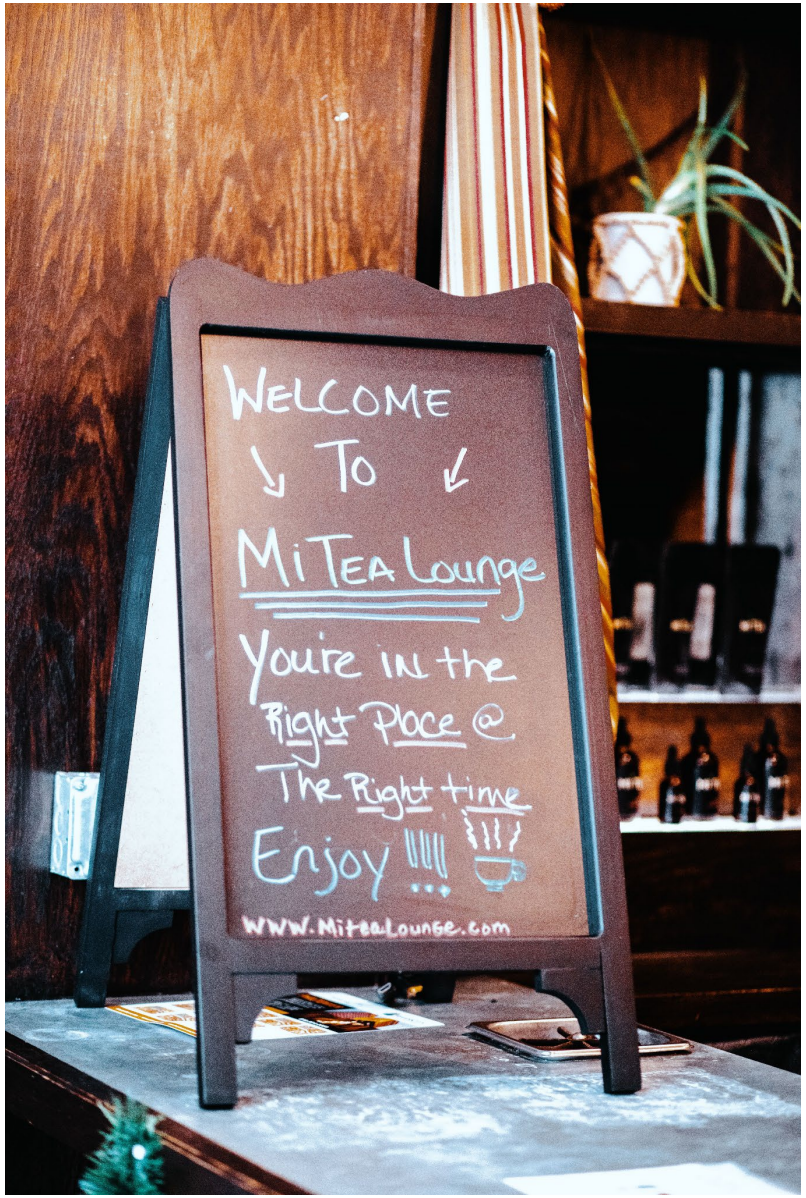
In it's 2022 pilot year, the Downtown Days of Wonder Pop Up Shop Program was able to assist 7 storefronts representing 11 entrepreneurs in opening a temporary retail establishment. Participants were asked to track their sales and costs associated with operating as well as complete a series of qualitative questions to gauge the efficiency, effectiveness and quality of the program. 7 entrepreneurs completed the survey.

The program generated $27,252.97 in total Revenue

- The best sales week was December 5th – 11th: Total Sales $6,052.77
- The worst sales week was January 2nd – 8th: Total Sales $2,638.31

When grants are factored into the costs reported for each entrepreneur, the program generated $8,575.70 total profit across participants.

- When measuring grant: cost ratios to understand their impact, grants covered a wide range of 12%-50% of costs for the shops.



DOWNTOWN TULSA PARTNERSHIP

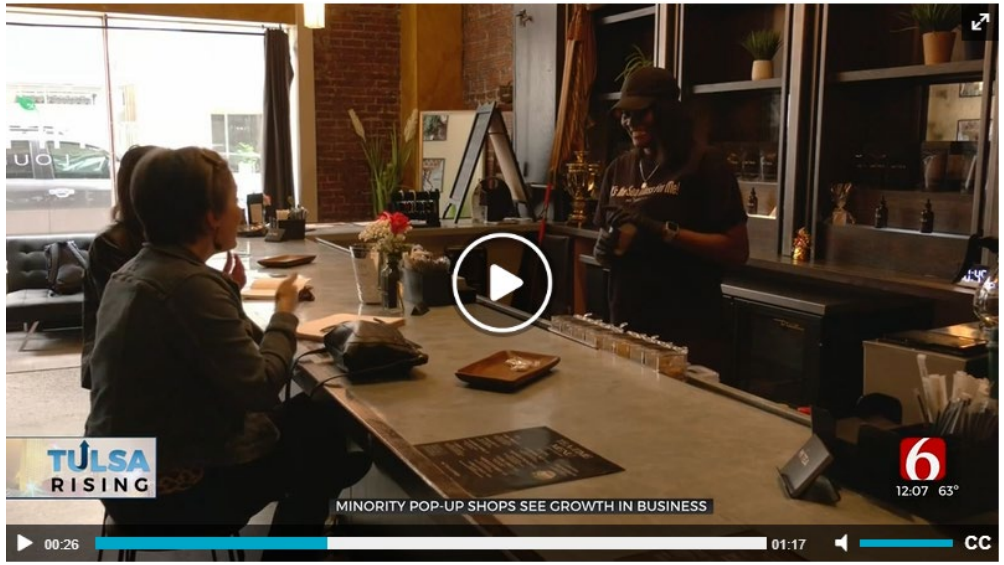
IN THE NEWS

“Minority Pop-Up Shops See Business Growth in Downtown Tulsa”- KUTL 6 Tulsa February 22, 2023

"Black-Owned Cookie Shop Opens in Downtown Tulsa for the Holidays" — Black Wall Street Times, November 28th, 2022

"Downtown Days of Wonder Helps Put Local Businesses on Display" — KOTV, November 26th, 2022

"Local Businesses Open Pop-Up Shops in Downtown Tulsa" — Fox 23, November 26th, 2022



DOWNTOWN TULSA PARTNERSHIP

ENTREPRENEUR TESTIMONIALS



"Mi Tea Lounge finally received the opportunity we've been waiting on for two plus years... To operate in a brick and mortar. Thank You!"
TaNesha Rushing; Mi Tea Lounge LLC



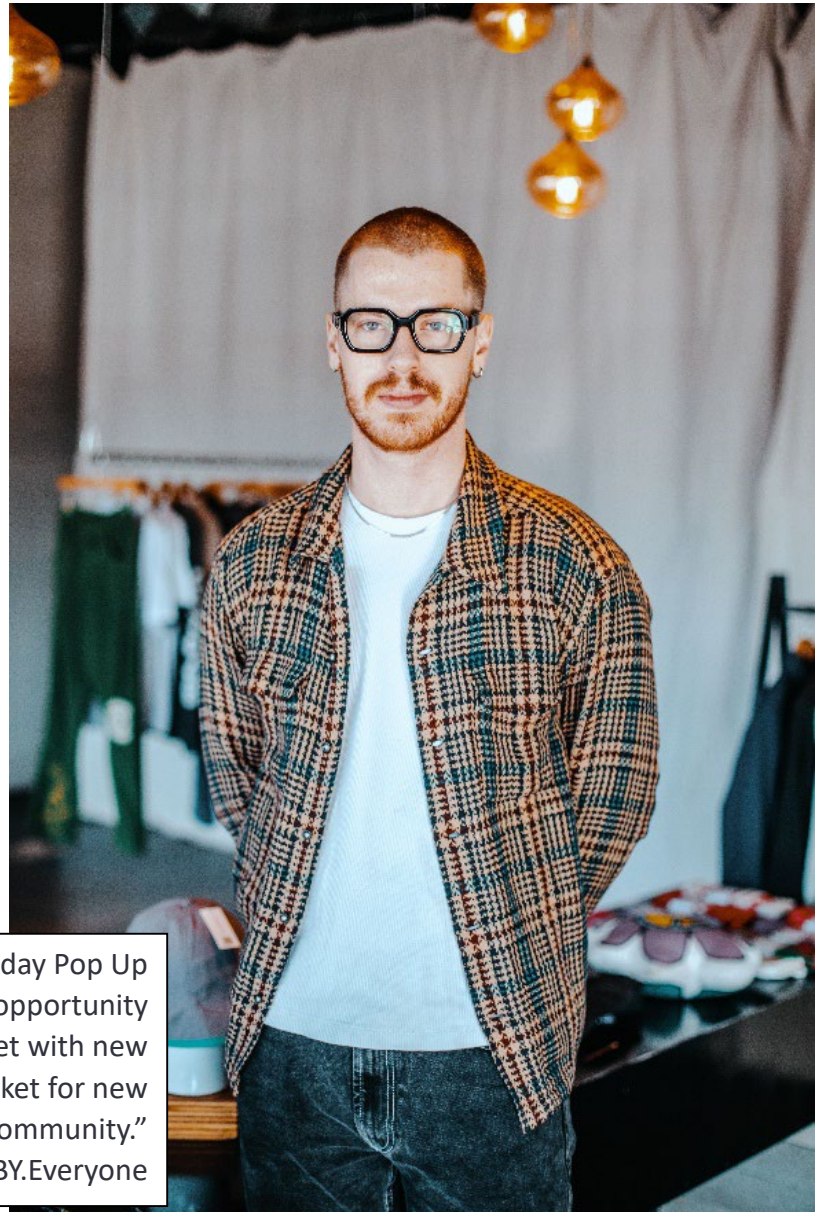
"I appreciate this opportunity from DTP to expose my business to a whole new group of customers that I may not have had a chance to meet."
DuEwa Gordon; Iscents Candles, LLC

DOWNTOWN TULSA PARTNERSHIP

ENTREPRENEUR TESTIMONIALS



"Thank you so much for giving me the opportunity to debut my Tropical Origins Bath & Body shop. The community was so supportive and contributed to its success!! I learned so much about running a shop. The experience and exposure was invaluable. Again, Thank you Tulsa and the Downtown Tulsa Partnership."
Fallon L. Dickson; Tropical Origin



"The Downtown Tulsa Holiday Pop Up Program was an incredible opportunity and experience to meet with new Tulsans, test drive the market for new concepts, and build community."
Elyjah Monks; BY.Everyone

DOWNTOWN TULSA PARTNERSHIP

ENTREPRENEUR TESTIMONIALS



"This program was vital in breathing life back into my brand. Now that we completed the program our attention has increased and we were able to birth a new business model. I am so grateful for Downtown Tulsa Partnership dedication to seeing downtown Tulsa thrive! "
Balisa Campbell; The Stylish Agency

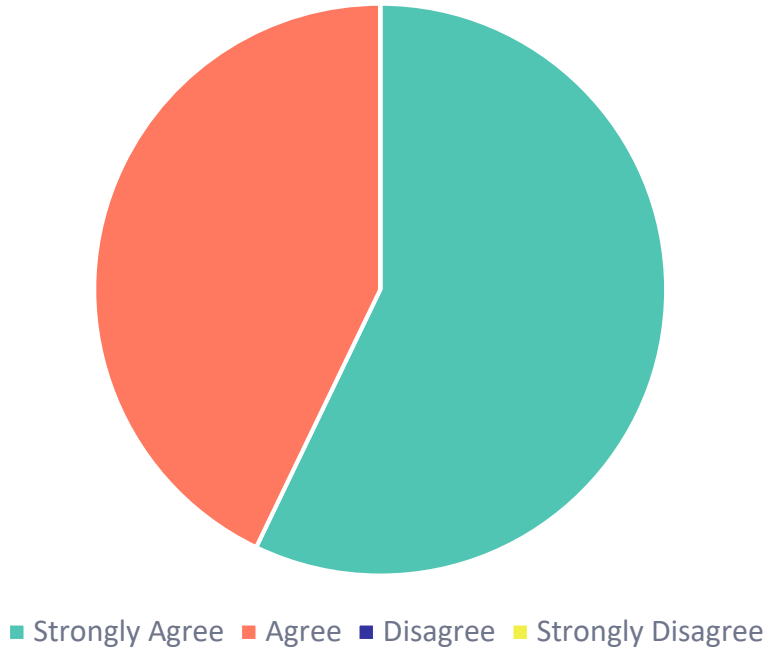


"This is the best program for you to see if opening a brick and mortar is for you or not. And if so, it will put a fire under you so tuff, you want be able to lay the torch down for your own."
LaQuintha Smith; Onifades Cookie Company

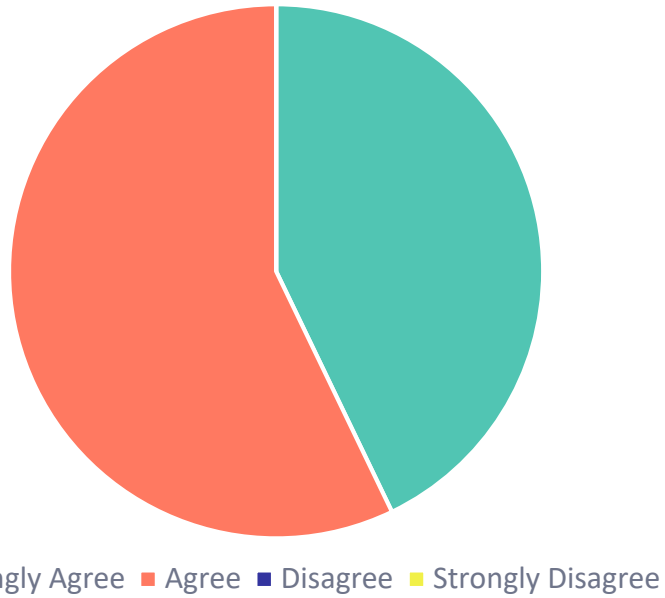
DOWNTOWN TULSA PARTNERSHIP

SURVEY: BUSINESS IMPACT

By participating in this program, I have increased my desire and capacity to run a brick and mortar retail establishment



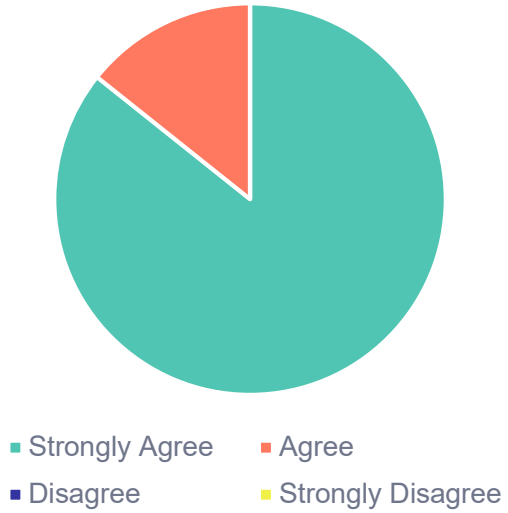
By participating in this program, my business was able to earn revenue to support the expansion and growth of my business overall



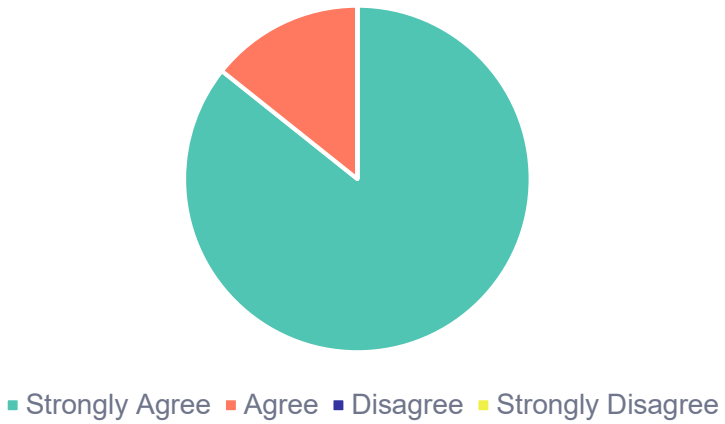
DOWNTOWN TULSA PARTNERSHIP

SURVEY: BUSINESS IMPACT

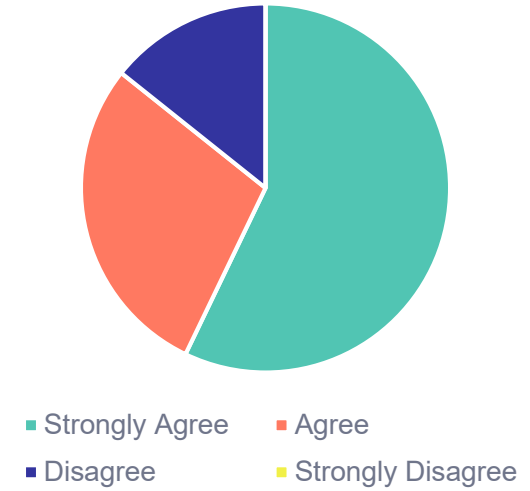
By participating in this program, I was able to test the downtown retail market and understand if my business is a compatible fit



By participating in this program, my business gained exposure to customers and potential customers



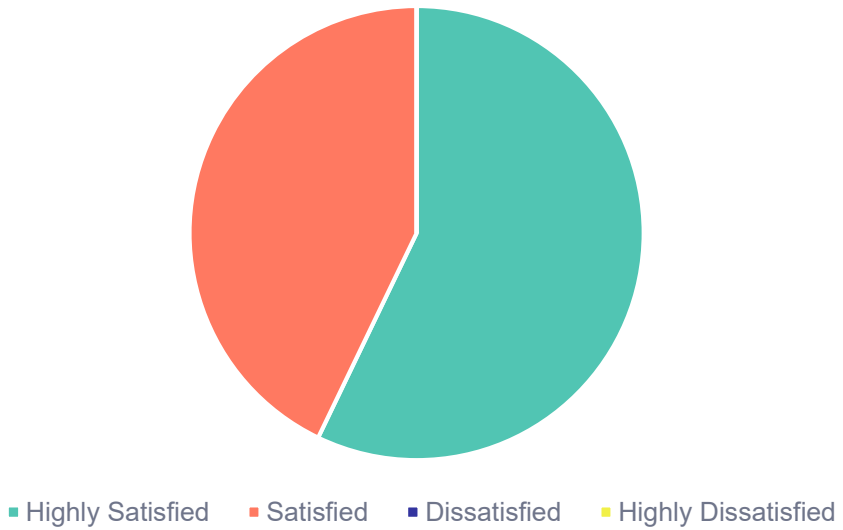
By participating in this program, I was able to gain valuable experience and understanding on how to successfully run a brick and mortar shop concept



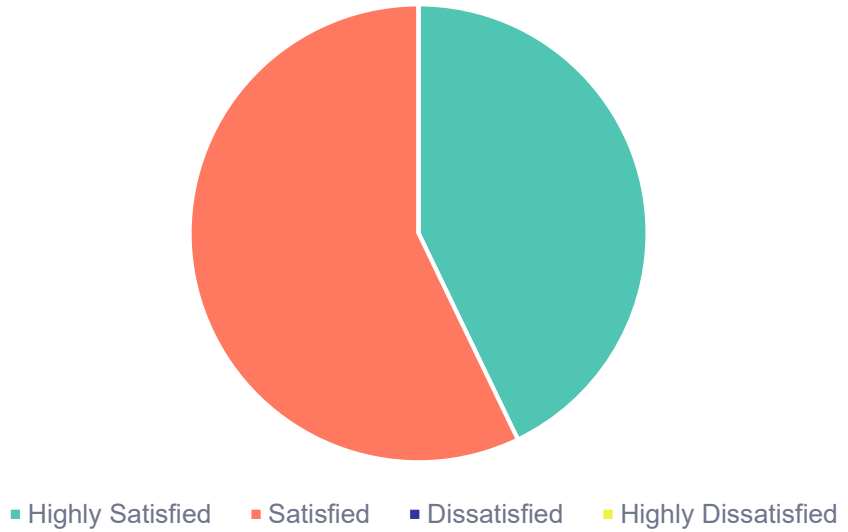
DOWNTOWN TULSA PARTNERSHIP

SURVEY: PROGRAM QUALITY

Please rate your level of satisfaction with ongoing program communications, support and staff interaction:



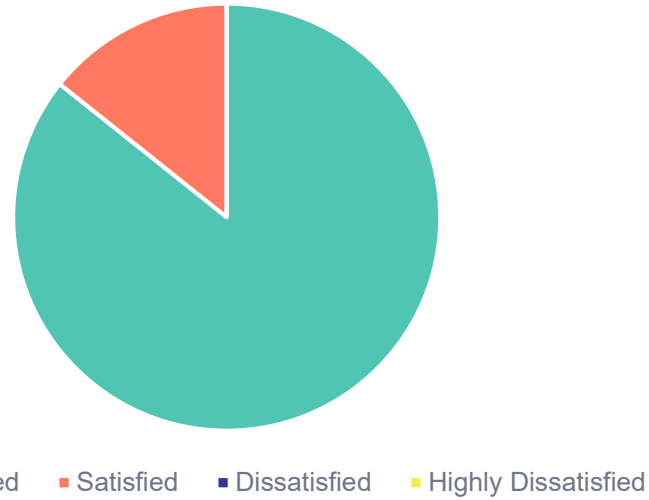
Please rate your level of satisfaction with the program's marketing, brand awareness and social media support



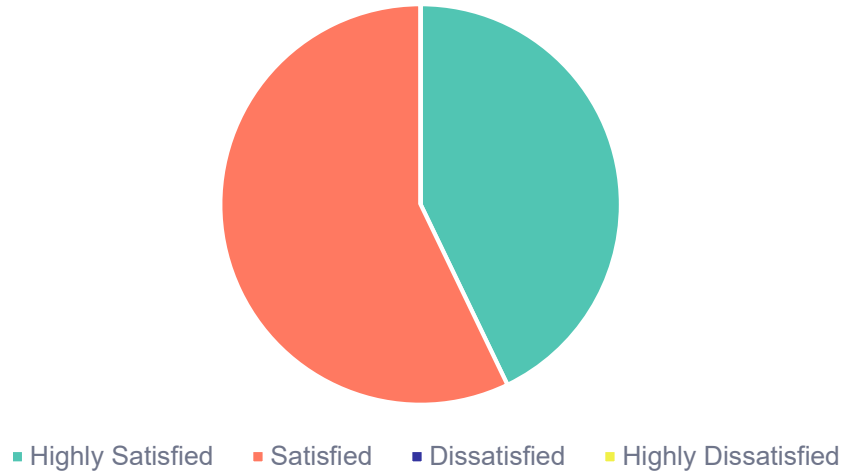
DOWNTOWN TULSA PARTNERSHIP

SURVEY: PROGRAM QUALITY

Please rate your level of satisfaction with the application, interview and selection process of the program



Please rate your level of satisfaction with the shop space you were paired with:



DOWNTOWN TULSA PARTNERSHIP