



Impact Reporting

Planning Office



NEIGHBORHOOD
ACADEMY

Where are we?

Measuring & Maintaining Success

- Impact Reporting
- Succession Planning

City Resources

- Connecting with the City of Tulsa
- Neighborhood Success Stories
- Neighborhood Resource Event

What do we want?



Impact Reporting

Considerations:

- Cleanup event
- Join association
- Donate time, money, resources
- Advocate



Who can help us?



Impact Reporting

Audiences:

- Neighborhood Association
- Partner
- Volunteer
- Municipality



Impact Reporting

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Impact Reporting

Audiences:

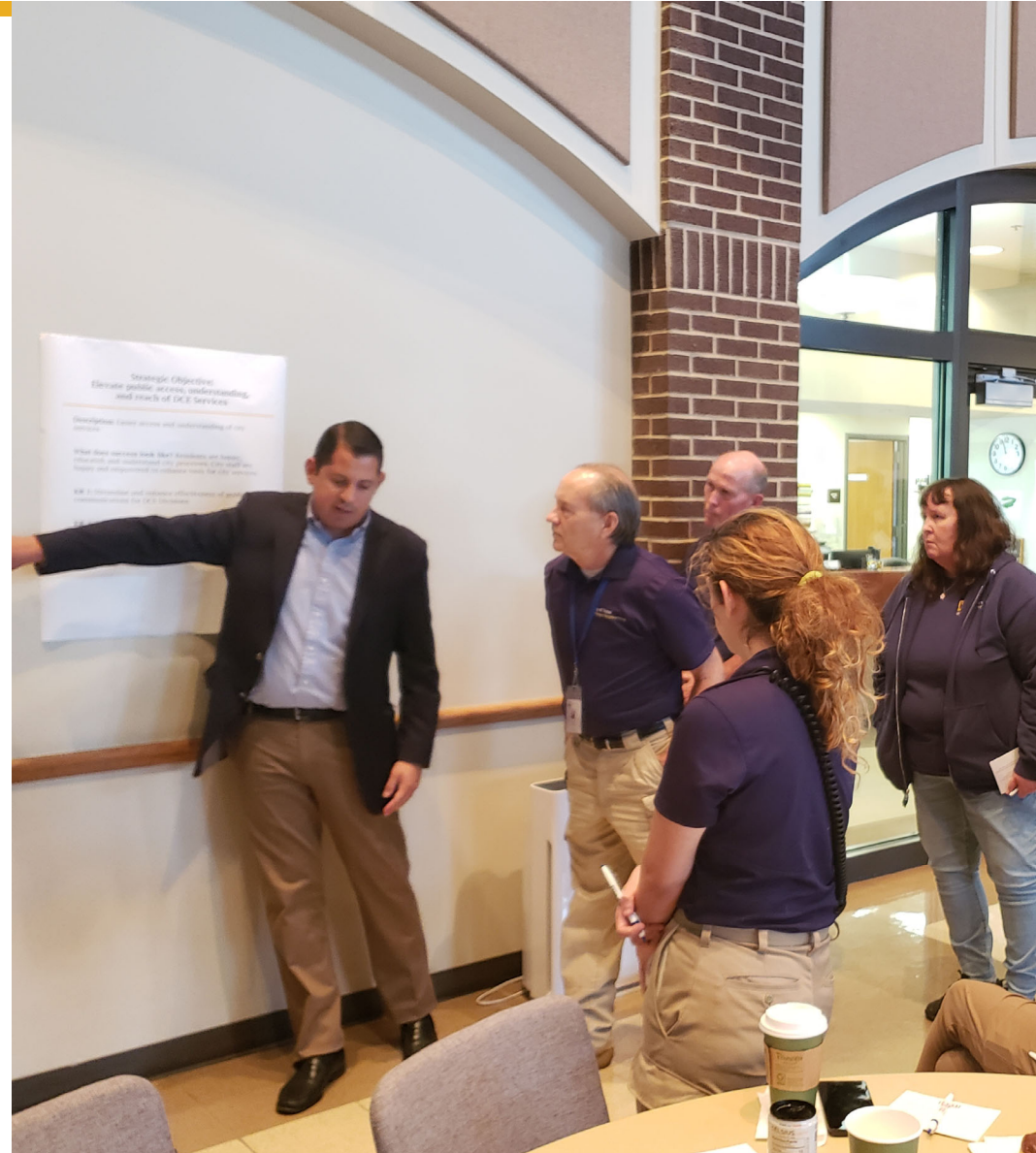
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Impact Reporting

Audiences:

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What do they want to know?



Topics to Cover:

- **Communicate initiative effectiveness**
- Demonstrate Accountability & Transparency
- Build Trust & Credibility
- Inspire Support & Engagement



Topics to Cover:

- Communicate initiative effectiveness
- Demonstrate Accountability & Transparency
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Activity



How do we tell *them* what
they want to know?



How do we tell *them* what
they want to know?

(so *they* can help *us*)



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R_p_n_



Impact Reporting!





Impact Reporting

Core Components:

- Problem
- People
- Action
- Results



Impact Reporting

Core Components:

- Problem — **WHY** did something need to be done?
- People
- Action
- Results

Impact Reporting

Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action
- Results

Impact Reporting

Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action — WHAT did we do?
- Results

Impact Reporting

Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action — WHAT did we do?
- Results — HOW was the situation affected?

**Problem:
Why did something need to be
done?**



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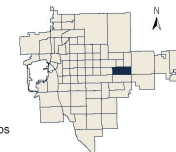
Eastland 2023 Neighborhood Conditions Index Report



Overview

About Neighborhood Conditions Index

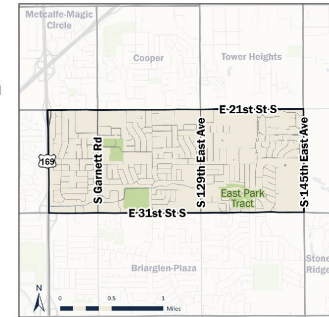
Every Tulsa resident deserves to live, work, and play in a quality neighborhood. The Neighborhood Conditions Index (NCI) facilitates how to begin that work. Data collected at the neighborhood scale¹ has been compiled in these reports. This data does not define the neighborhood; it is meant to be a common reference point to empower citizens and neighborhood groups to shape and improve their communities.



Location within City of Tulsa

About this Area

The Eastland Neighborhood Statistical Area includes 2.5 square miles between 21st St, 31st St, Highway 169, and 145th E Ave. The area is characterized by a mix of housing types, including detached houses, townhouses, and apartment complexes. The area includes the Tulsa Global District and the Eastgate Metroplex, a large office complex located in the former Eastland Mall. Commercial development is clustered at major intersections, along with several religious institutions. Eastland is home to Dolores Huerta Elementary, Disney Elementary, a CAP Tulsa early childhood center, McCullough Park, and Martin Regional Public Library.



Eastland (Census Tract: 73.06, 73.12, 73.13)

Score Overview

Overall Score

2.1
out of 5

based on a composite score that includes data from the nine Category Scores (pages 2-3) and selected equity data from the Area Snapshot (page 4)

Top Category Scores



These scores reflect some assets and strengths. (more on pages 2-3)

What can you do?

Neighborhoods are more than just places where we live. They are a part of our identity and where we build and find community and prosperity. Access to services and places to work, study, shop, eat, or play, and safe ways to get to those places are all vital needs to ensure thriving communities.

NCI is a tool for collaboration and community strengthening, with the goal of creating opportunities for the City of Tulsa and neighborhoods to work more closely together.

After reviewing this report, we recommend:

DISCUSS the report's findings with your neighbors and engage with neighborhood leaders and other local organizations to identify your priorities and set goals.

VISIT tulsaplanning.org/nci to learn more about the Neighborhood Conditions Index.

CONTACT us if you have any questions.

nci@cityoftulsa.org
918-596-7660 (Voicemail inbox)
tulsaplanning.org/nci

Priority Group

2
out of 3

based on the Overall Score, with 1 being the highest priority group (bottom 25% of scores) and 3 being the lowest priority group (top 25% of scores) among 80 NSAs

Bottom Category Scores



These scores reflect some opportunities for improvement. (more on pages 2-3)

¹ The data in this report is not personally identifiable. It was collected from the following public sources: United States Census Bureau, Data Act, DemographicsNow, City of Tulsa, and INCOG. The City of Tulsa is composed of 80 Neighborhood Statistical Areas (NSAs), which are groupings of census tracts with neighborhoods of similar characteristics. For the purpose of the Neighborhood Conditions Index these NSA boundaries are the definition of a neighborhood. This may be somewhat different than the boundaries of neighborhood associations or other groups due to data availability.

People: WHO got Involved?



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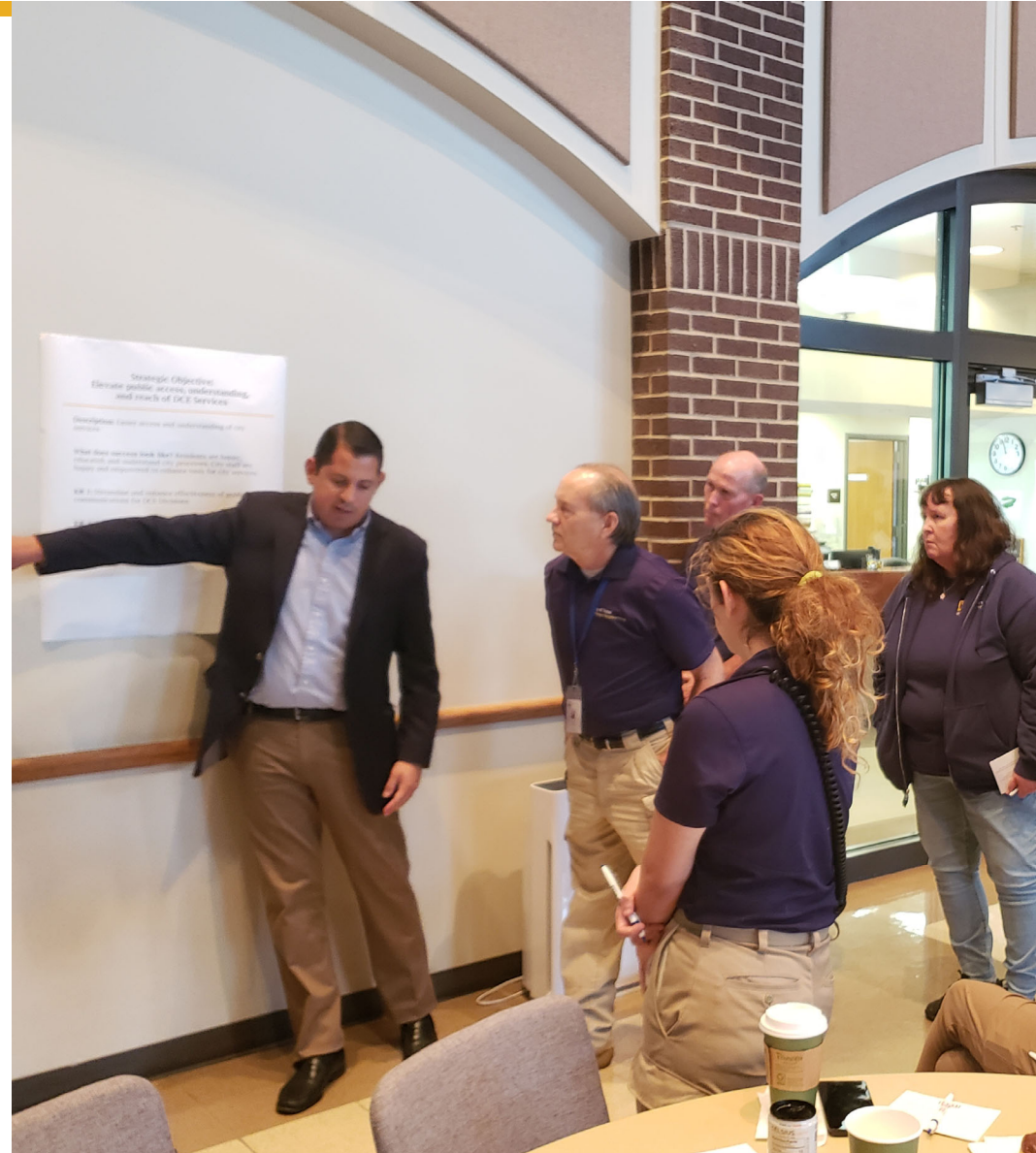
Action:
WHAT did we do?



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Result:
HOW was the situation affected?



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Core Components:

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Put it all together





BY THE NUMBERS



150+
entrepreneurs served



\$71,000
disbursed in rental
assistance



3,000
attendees and 80+
vendors at cultural events



\$69,000+
invested in our
community

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Community Profile



14,845 residents
5,001 households



34% residents
under 18



40% Hispanic/Latinx
4.5% AAPI



\$51,500
Median Household
Income



200+
Businesses

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Ascension St. John Foundation (CHECS) -
Zarrow Commemoration Fund
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69K
INVERTIDOS
EN NUESTRA
COMUNIDAD

 **Global District**

globaldistrict.org

4K+
ATTENDEES.
CULTURAL EVENTS

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BY THE NUMBERS



150+
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\$71,000
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3,000
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5,001 households



34% residents
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Downtown Area Snapshot

Demographics	Tulsa	Tulsa
Population	4,984	413,066
Density	3,367	2,065
Male	73.1%	48.2%
Female	26.9%	51.2%
Persons under 18*	3.1%	23.4%
Marital Status		14.9%
Married	24.3%	45.2%
Never Married	54.6%	34.0%
Divorced/Widowed	21.1%	20.8%
White	61.6%	51.8%
Black*	17.8%	14.9%
Asian/Pacific Islander*	2.4%	3.7%
American Indian*	5.3%	5.2%
Other*	4.6%	9.8%
Hispanic/Latin American*	8.0%	14.6%
Limited English Proficiency*	1.8%	4.4%
Total Households	1,956	163,801
Median Household Income	\$42,185	\$49,611
Single Parent Household*	2.2%	12.5%
Vehicles Available per Household		
Zero Vehicles	34.0%	8.4%
One Vehicle	42.5%	40.9%
Two+ Vehicles	23.6%	50.7%
Age 16+ in Labor Force	41.1%	63.4%
Employed	94.5%	94.2%
Per Capita Income	\$32,445	\$33,182
Blue Collar Workers	39.1%	40.4%
White Collar Workers	60.9%	59.6%
Units	2,127	190,223
Occupied	95.0%	90.0%
Owner-Occupied	14.4%	51.7%
Renter-Occupied	85.6%	48.3%
Vacant	5.0%	10.0%
Average rent cost	\$1,027	\$846
Average property value	\$107,694	\$203,719
Type of Housing		
Single family	3.5%	63.4%
Missing Middle	6.4%	10.1%
Multi-family	90.1%	26.4%
Less than High School*	14.5%	12.5%
High School Diploma/GED	28.3%	25.4%
Some College/No Degree	23.3%	22.8%
Associate/Bachelor Degree	21.7%	28.2%
Graduate Degree	12.2%	11.1%

* Areas eligible for financial incentives to encourage development, including New Market Tax Credits, Opportunity Zones, Tax Increment Financing (TIF) districts, Low-Income Housing Tax Credit (LIHTC), and Commercial Revitalization Areas. Commercial Revitalization Areas comprises BRT corridors, Destination Districts, and City of Tulsa Retail Market Study priority locations. See Tulsa's comprehensive plan for details.

* Includes child care, counseling services, charitable institutions, etc.

* Includes civic, social, veterans, and fraternal organizations, community clubs, HOAs, etc.

* Includes theaters, galleries, museums, recreation centers, gyms, sports venues, etc.

Economy	Tulsa	Tulsa
Total Businesses	1,999	22,930
Dining	95	1,283
Office	632	4,703
Lodging	18	135
Full-Service Grocery Store	-	57
Convenience Store/Gas	4	190
Manufacturing	59	517
Total Jobs	30,434	256,388
By Age		
29 or younger	16.2%	23.3%
30 - 54	58.0%	52.6%
55 or older	25.9%	23.8%
By Monthly Earnings		
\$1,250 or less	8.3%	17.0%
\$1,251 - \$3,333	22.8%	34.7%
\$3,334 or more	68.9%	48.3%
Professional, Scientific, Tech. Services (16.4%)		
Public Administration (15.7%)		
Utilities (15.8%)		
Finance and Insurance (8.2%)		
Health Care and Social Assistance (7.3%)		
New Market Tax Credits	1	20
Opportunity Zones	1	26
TIF Districts	10	26
LIHTC	41	41
Commercial Revitalization	1	15
Top 5 Industry Sectors		
Development Incentive Areas*		
Public Services		
Schools	6	170
Healthcare Providers	267	5,348
Social Services*	69	765
Financial Services	129	1,535
Social Clubs*	16	126
Police Station	2	7
Fire Station	-	29
Government	96	270
Child Care	4	85
Libraries	1	14
Places of Worship	10	518
Arts & Entertainment*	43	315
Parks	9	11
Culture & Recreation		
Neighborhood Groups		
* Business Association: Tulsa Arts District, East Village District		
* Neighborhood Association: Gunboat Park District		

Equity Data: Data points marked with an asterisk () were used to calculate the Overall Score on page 1.

Sources: US Decennial Census 2020, American Community Survey (ACS) 2016-2020 5 year Estimates, DemographicsNow 2021 Estimates, Data Arto, City of Tulsa, INCOG, and in-house databases.

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FY 2024 Annual Report

Tulsa Global District

www.globaldistrict.org

BY THE NUMBERS



150+
entrepreneurs served



\$71,000
disbursed in rental
assistance



3,000
attendees and 80+
vendors at cultural events



\$69,000+
invested in our
community

"Definitely one of the best decisions I have ever made [participating in Grow Global], the support was the best, it helped me a lot in business and personal matters. Without a doubt the best program and the best advice and help to conclude many aspects of my business."

Marysol Gomez, owner of S&M Boutique

WHO WE ARE

Our organization is focused on revitalization of the Tulsa Global District, located at the intersection of 21st St and Garnett Rd. As one of the most multiculturally diverse areas of Tulsa, there are many unique cultural assets, but the area has suffered from disinvestment. We aim to invest in the area to create a vibrant, culturally diverse community that welcomes both residents and visitors.

Fiscal Year 2024 Highlights:

- Hired Small Business Specialist.
- Moved to 1801 S Garnett Rd and co-located with El Centro and TICDC.
- Relaunched the Rental Assistance Program with El Centro.
- Implemented business support programs, including The Entrepreneurial Show, Connect Local, Grow Global, and training programs, to support over 150 entrepreneurs.
- Held Hispanic Heritage Day and AAPI Night Market, drawing over 3,000 attendees and 80+ vendors, with significant media coverage highlighting their community impact.
- Completed urban art projects, including the "Tulsa: Mi Cultura" mural (artist: VNICE) at East Side Blends and the Trash Can Art Initiative, featuring decorated bins by local artists displayed throughout the area.

STAFF SPOTLIGHT

Alejandro Garcia joined the team in October 2023 as the Small Business Specialist. He works with small businesses to provide referrals to other programs, connections with lending opportunities and one-on-one support. He also created the Connect Local program, which identified six small businesses to receive paid digital marketing support for 3 months, resulting in an increase in customers and sales.



Project Highlights



"Tulsa, Mi Cultura" is a new mural that was installed in partnership between Tulsa Global District and Living Arts. The artist, VNICE, painted this multicultural representation of East Tulsa at East Side Blends. The artist, who grew up in East Tulsa after moving here from Mexico, has installed multiple other murals in the area and is currently working on an underpass mural project in the Global District.



We worked with 15 local artists and schools to paint trash cans to be displayed around the Global District. Artists were provided a stipend to create a trash can that represented what East Tulsa means to them. This project, supported by TYPROS Foundation and Ascension St. John CHECS, allows us to address trash and cleanliness in the district while also investing in public art.



In partnership with El Centro, we provided \$71,000 in rental assistance to East Tulsa households in FY24. Up to \$3,000 was paid directly to landlords for each approved household. The majority of participants were primarily Spanish-speaking households with children.

Community Profile



14,845 residents
5,001 households



34% residents
under 18



40% Hispanic/Latinx
4.5% AAPI



\$51,500
Median Household
Income



200+
Businesses

Supporters

George Kaiser Family Foundation -

Ascension St. John Foundation (CHECS) -

Zarrow Commemoration Fund

Blue Cross Blue Shield of Oklahoma - Caseys
- City of Tulsa - Bank of America - Oklahoma
Arts Council - ONE Gas - ONEOK - Partner
Tulsa - Public Service Company of Oklahoma
- Reasors - Rivas and Associates -
Supermercados Morelos - Tulsa Remote -
TYPROS Foundation - Williams Energy

Board of Directors

Jennifer Fought, Chair - Antonella Carranco
Snyder, Vice Chair - Obum Ukabum,
Treasurer - Mimi Martinez Herrera,
Immediate Past Chair - Amanda Yuen -
Irma Chajecki - Jason Gilbert - Jimmy
Rodriguez - Maria Chajecki - Paulina Baeza
- Rana McVay - Stephanie Huaman - Tina
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What's next?



What's next?

Measuring & Maintaining Success

- ✓ Impact Reporting
- Succession Planning

City Resources

- Connecting with the City of Tulsa
- Neighborhood Success Stories
- Neighborhood Resource Event

THANK YOU

