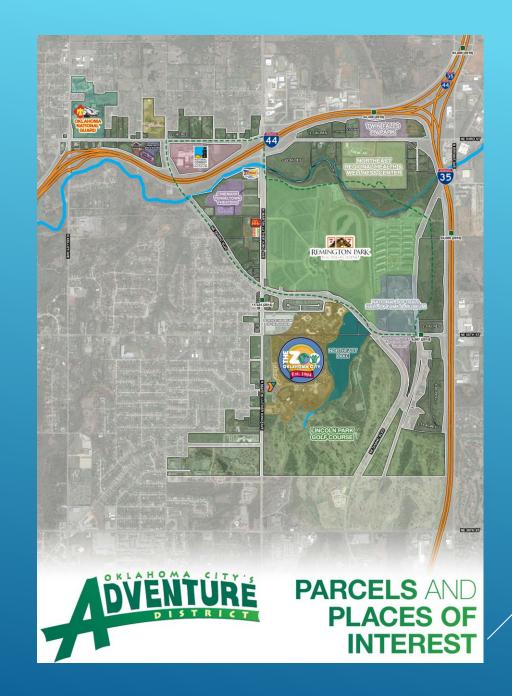
OKC'S ADVENTURE DISTRICT

The Next Success Story in the OKC Renaissance

- At the crossroads of I-35 and I-44
 - I-35 95,000 cars per day
 - I-44 55,000 cars per day





Other major amenities

- 45th Infantry Museum
- Firefighters Museum
- Lincoln Park Golf Courses & new Clubhouse
- MetroTech Springlake Campus
- Northeast Regional Health and Wellness Center
- Tinseltown Movie Theaters
- Twin Fountains RV Park





OKC's Adventure District to date:

- Primarily funded by the 5 tourism draws –
 Cowboy, Remington, Science, Softball, Zoo
- Limited ability to market or maintain professional staff
- Re-organized Board
 - Added CEOs of all major organizations
 - Formed independent 501(c)(6)
 - Retail Analysis with The Alliance showing need for hotels and restaurants
- Negotiating with ODOT for complete replacement of highway signage
- Perfectly positioned with the Chickasaw Nation's "Adventure Road" campaign
- Attendance easily in excess of 5 million per year



BID

- More city land than all other BIDs combined
- Petitions signed by 52.39% of non-City property holders, including all major entities
- Petitions signed by 87.20% if the City is included
- Produce roughly \$180,000 per year budget
- Expand to include:
 - Lincoln Park Golf Course
 - Firefighters Museum
 - 45th Infantry Museum
 - MetroTech Springlake Campus
 - Make stronger connection to the MLK corridor and coming developments
 - Maintain strong ties with surrounding neighborhoods
- Primary focus on marketing and economic development



Q & A