

# OKC'S ADVENTURE DISTRICT

The Next Success Story in the OKC Renaissance





- Five large tourism draws

- ASA-USA Softball
- National Cowboy & Western Heritage Museum
- OKC Zoo
- Remington Park & Casino
- Science Museum Oklahoma



- **Other major amenities**

- 45<sup>th</sup> 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
  - 45<sup>th</sup> 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

