



OKLAHOMA
Tourism & Recreation



OKLAHOMA

Executive Director Jerry Winchester

**Oklahoma Tourism and Recreation
Department**

Capital Asset Condition: POOR

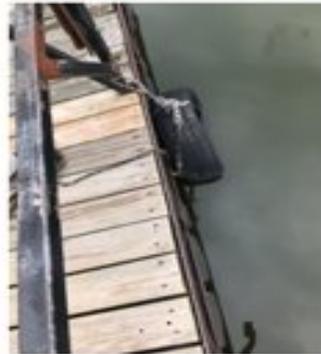


Asset Condition

A few
"shining
gems"



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That stood out in an
abundance of
"below average"



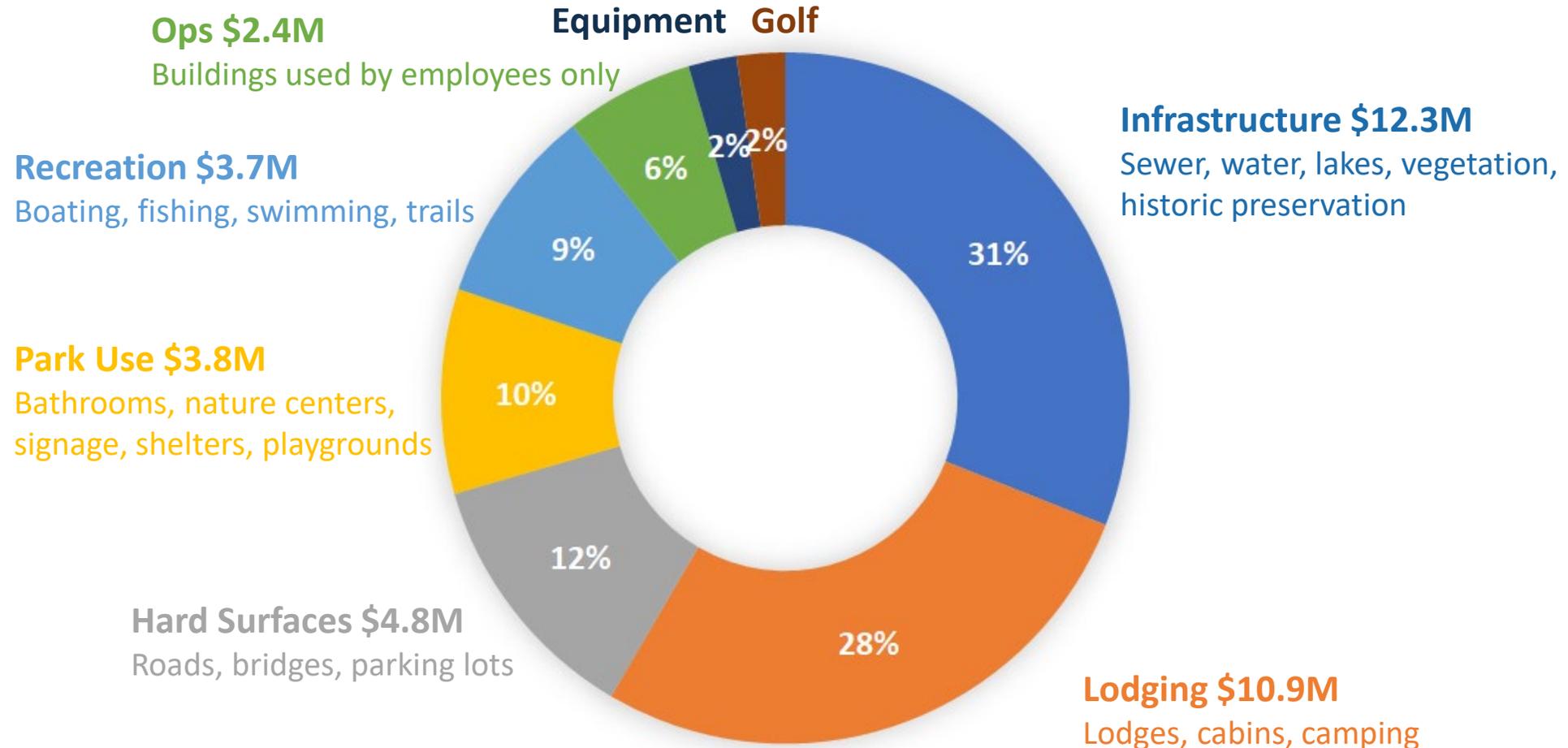
Surrounded by a sea of
neglect and disrepair

Where Is The Need?



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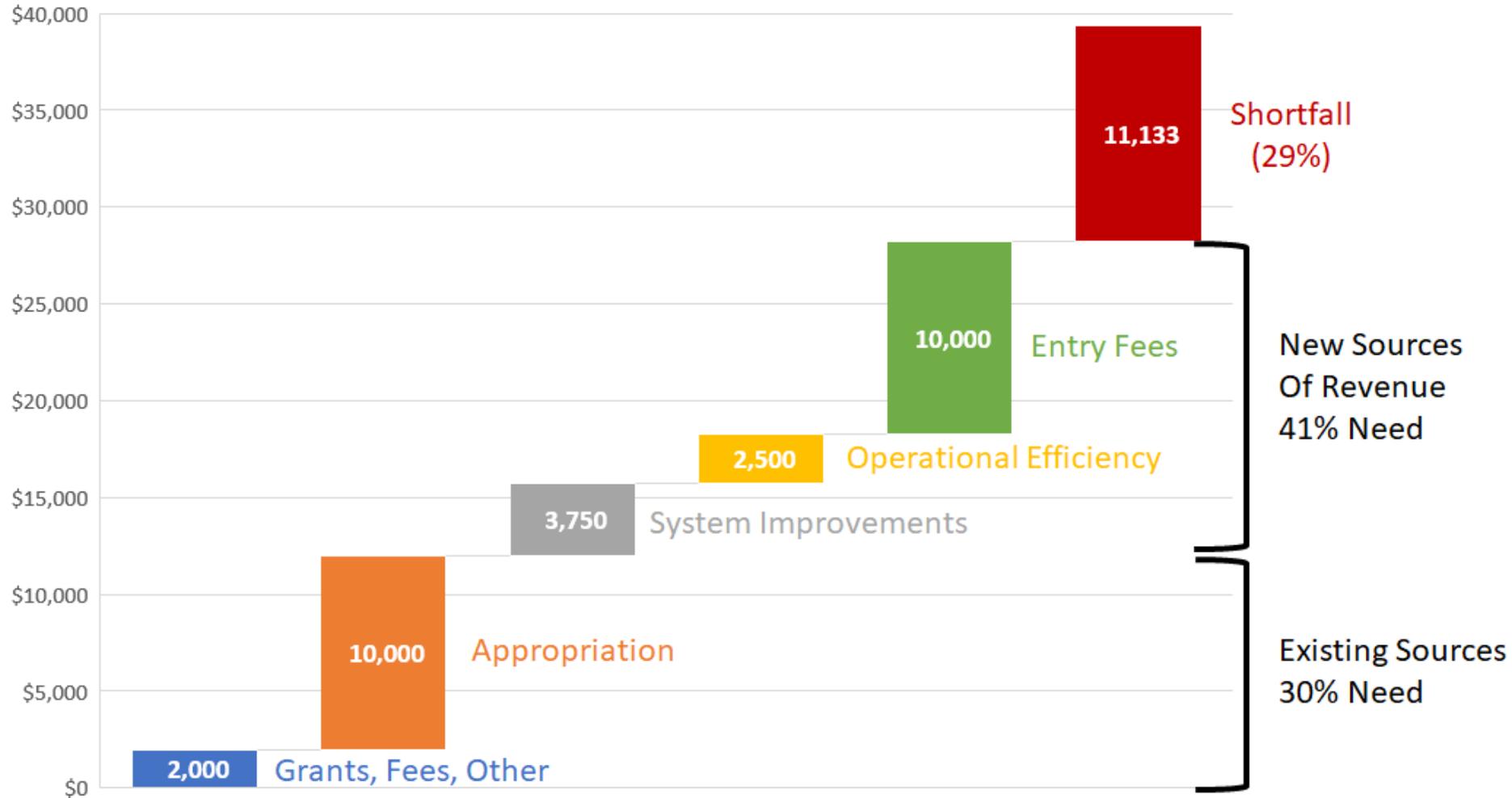
333% Increase Needed to Get off Decline Curve



Capital Fund Needs - \$40M/Year



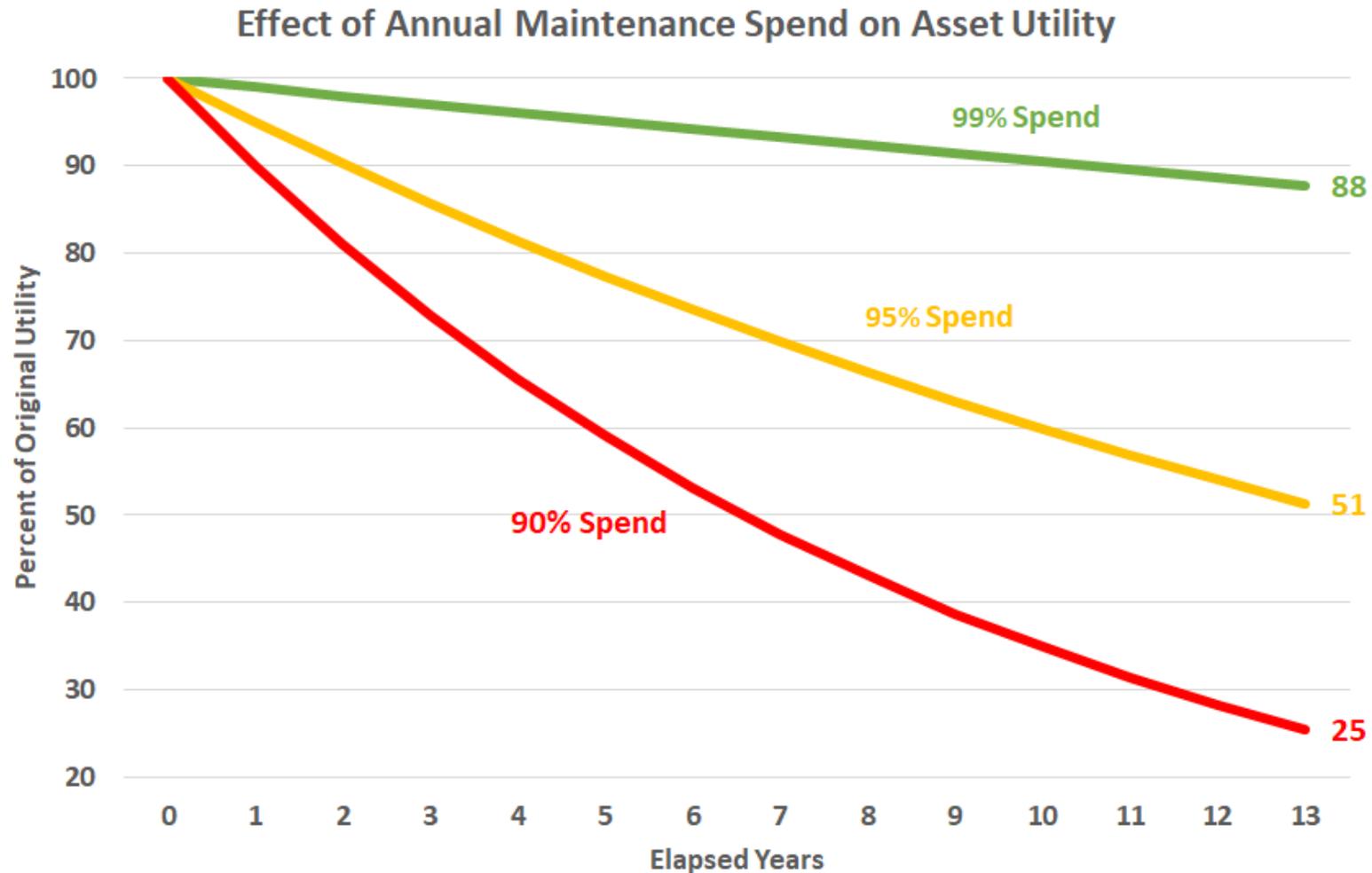
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How Did We Get Here?



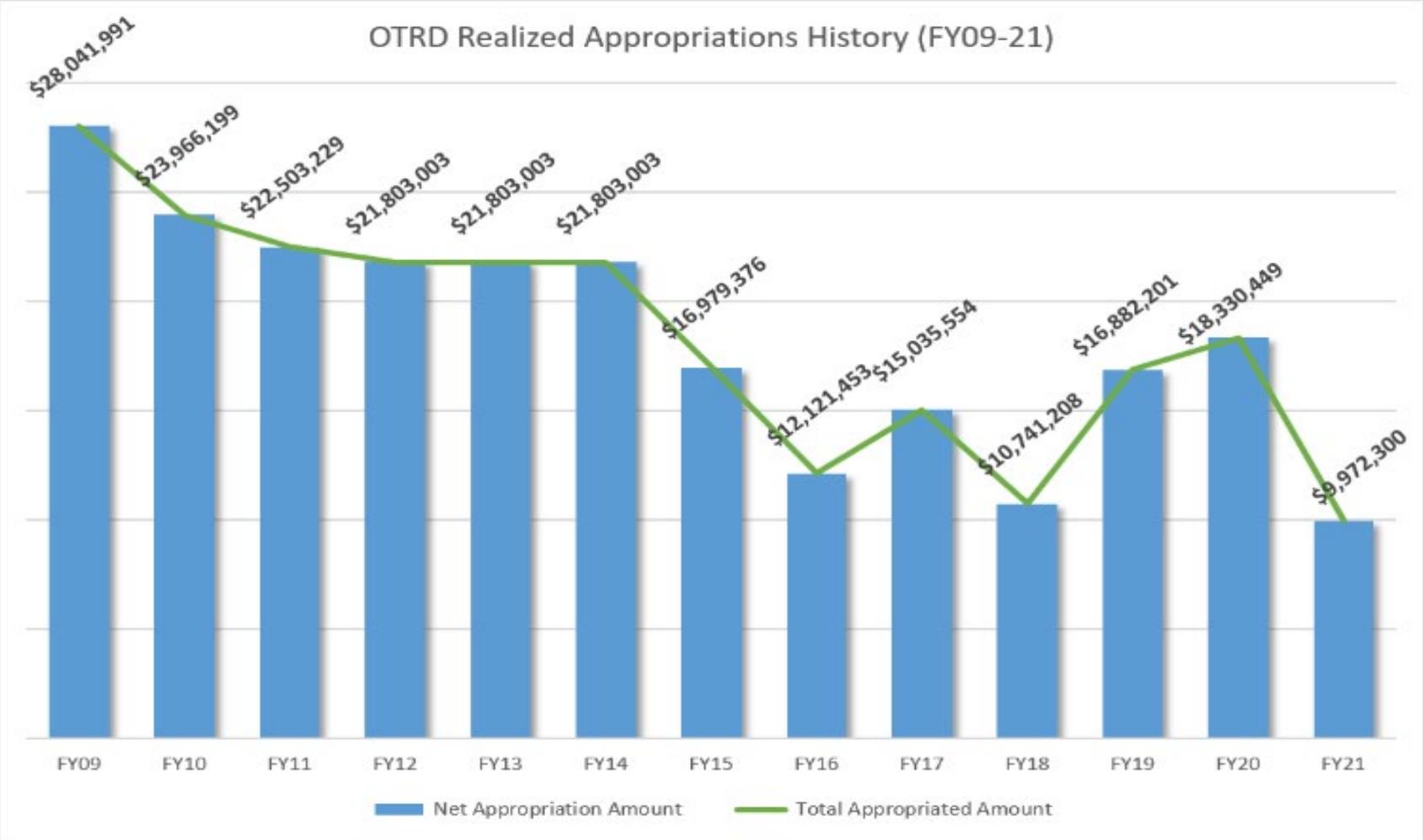
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Appropriation History



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Capital Spend Velocity



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Capital Spend by Year



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Visitation to State Parks in Oklahoma



Robbers Cave State Park

- 11.5 Million Visitors in FY20
- 25% increase over FY19 due to good weather and being open for visitors
- Reservations for 2021 are up 54% for camping which was big in 2020 and up 85% for cabins and 30% for lodges FYTD.

Paving

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Park Restrooms



Signage





SIDE B





Roman Nose State Park



**Lake Murray
State Park**

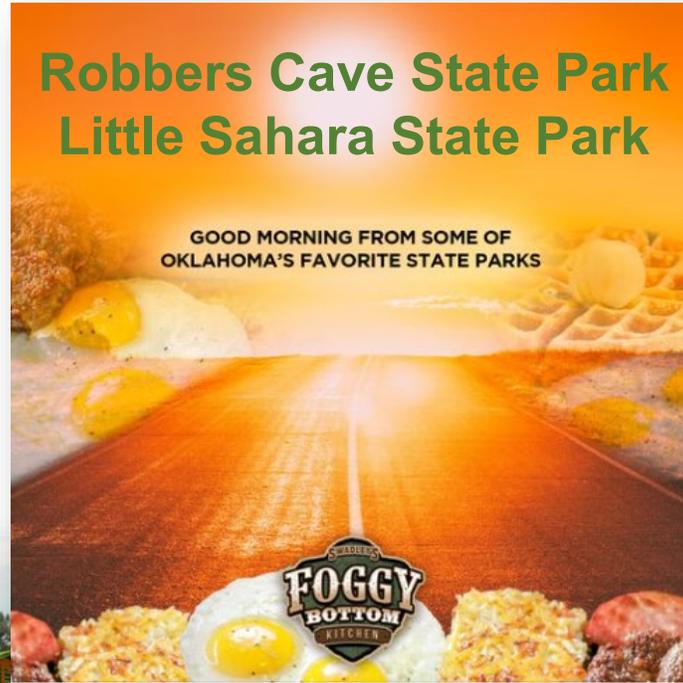
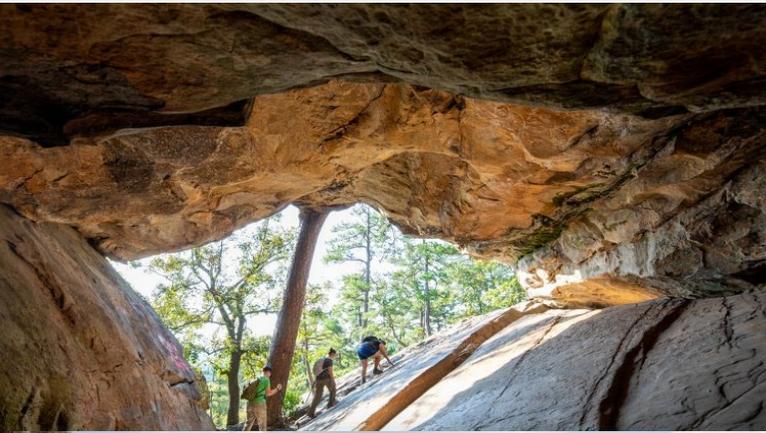
Sequoiah State Park





Beavers Bend State Park

Upcoming Foggy Bottom Kitchens

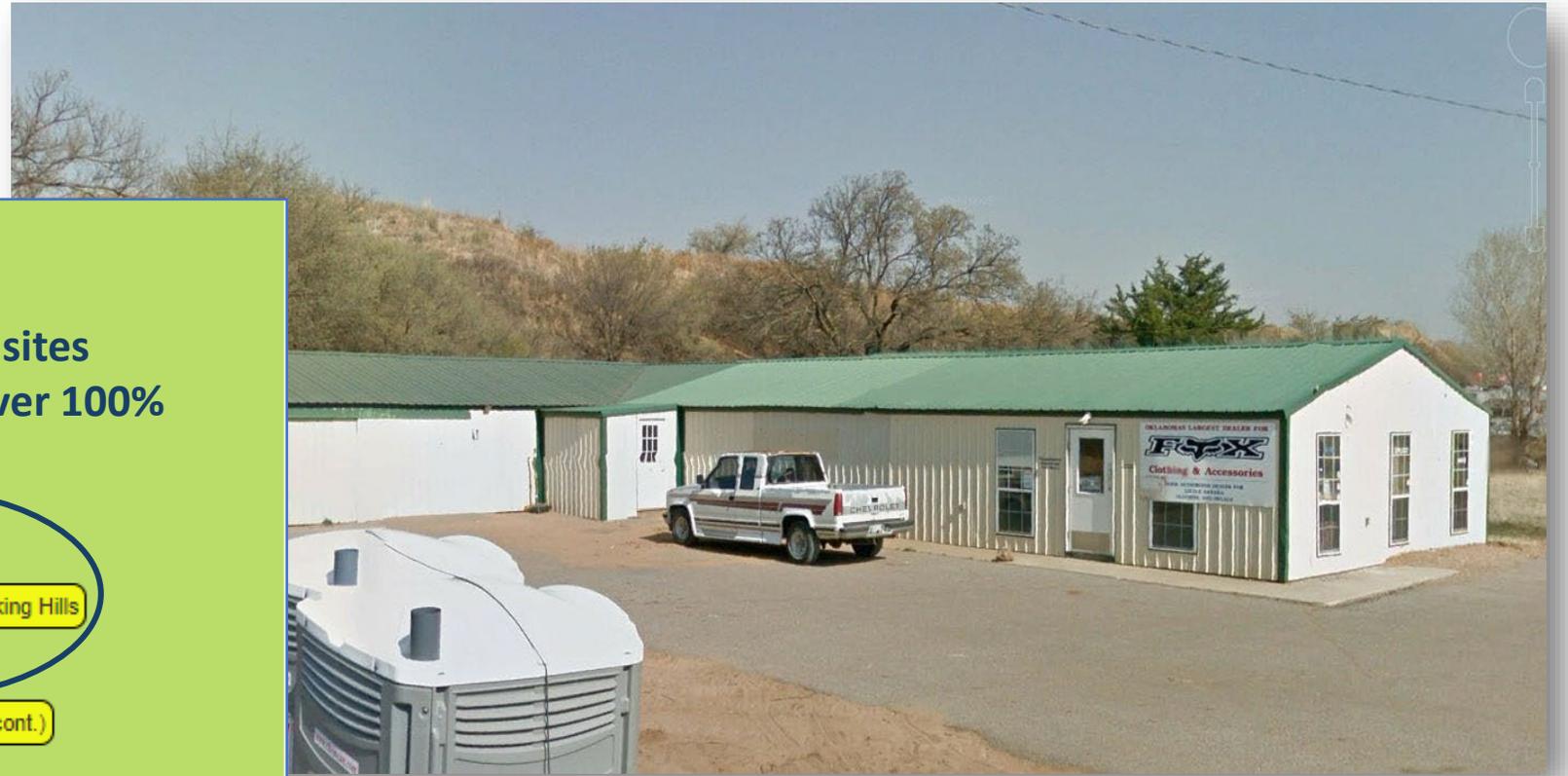
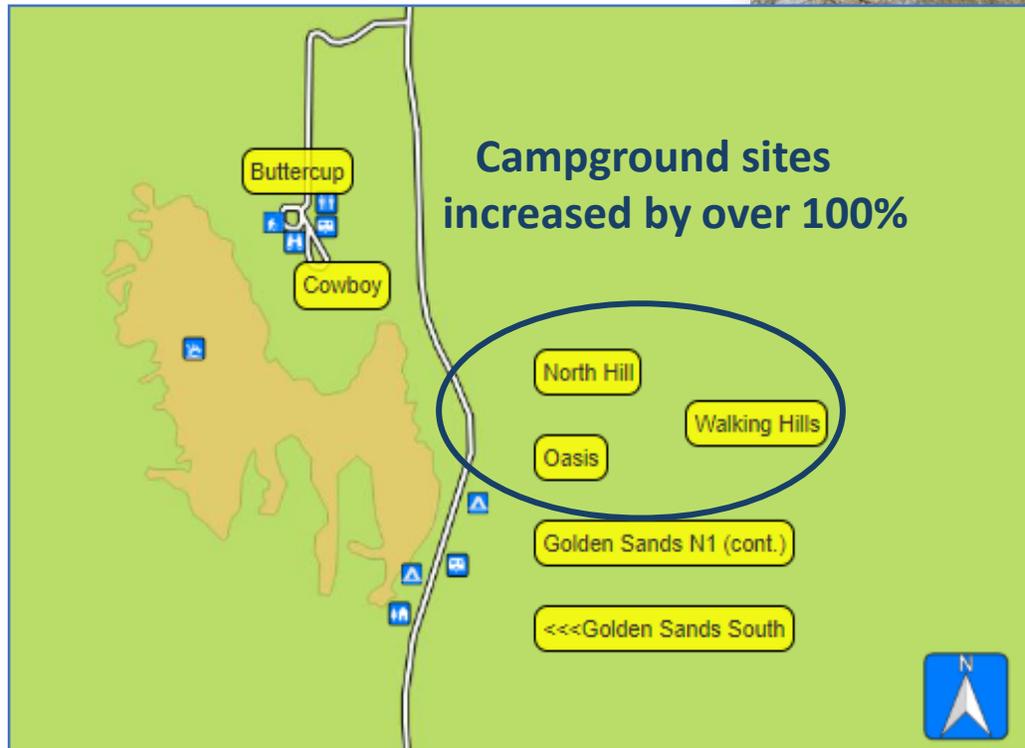


Cedar Creek Golf Course

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Little Sahara State Park Land Acquisition



Fort Cobb State Park Cabin Acquisition



Greenleaf State Park Splashpad

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Upcoming Capital Projects

Beavers Bend State Park Buckeye Campground Renovation



Lake Murray State Park Marietta Landing Campground Renovation



Murray Harbor Marina Dock Installation

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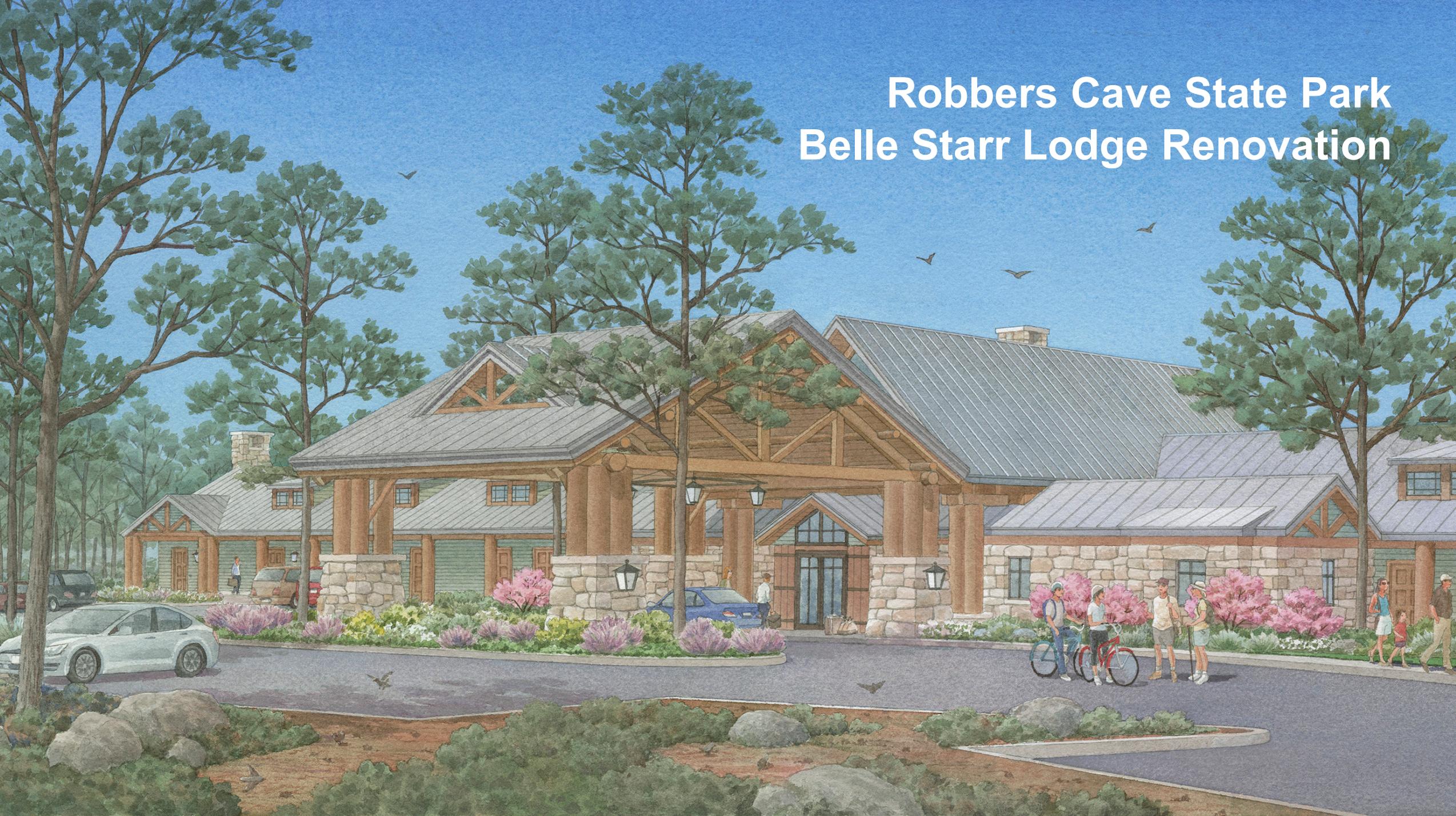


Lodges

Lakeview Lodge at Beavers Bend Renovation



Robbers Cave State Park Belle Starr Lodge Renovation



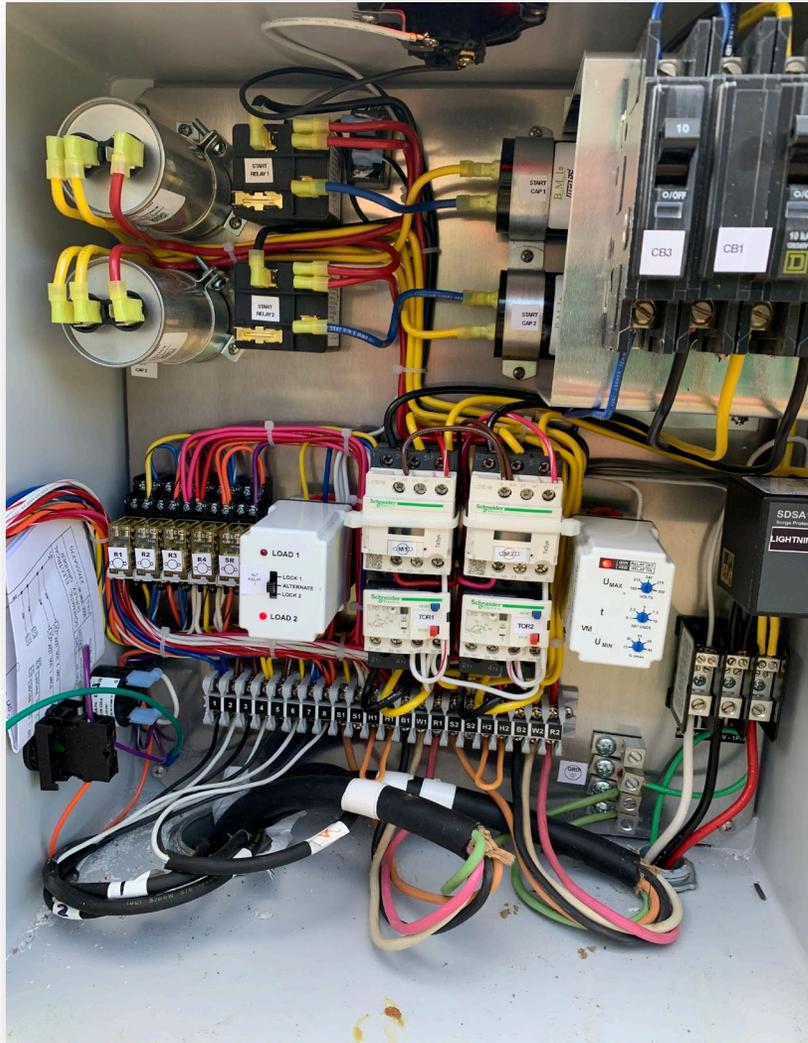
Sequoia State Park Lodge Event Lawn





Infrastructure Improvements

Sewage Lift Stations



Dams

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The Return of Quartz

Quartz Mountain State Park



Quartz Mountain State Park





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**Assistant Director of Operations
Ben Davis**

**Oklahoma Tourism and Recreation
Department**

Parking Pass Program



Program Goal:

- Increase park revenues to adequately fund critical capital improvements.



Results To Date:

- Launched June 15th
- 24 participating parks
- Revenue reinvested where it is generated.

Parking Pass Program



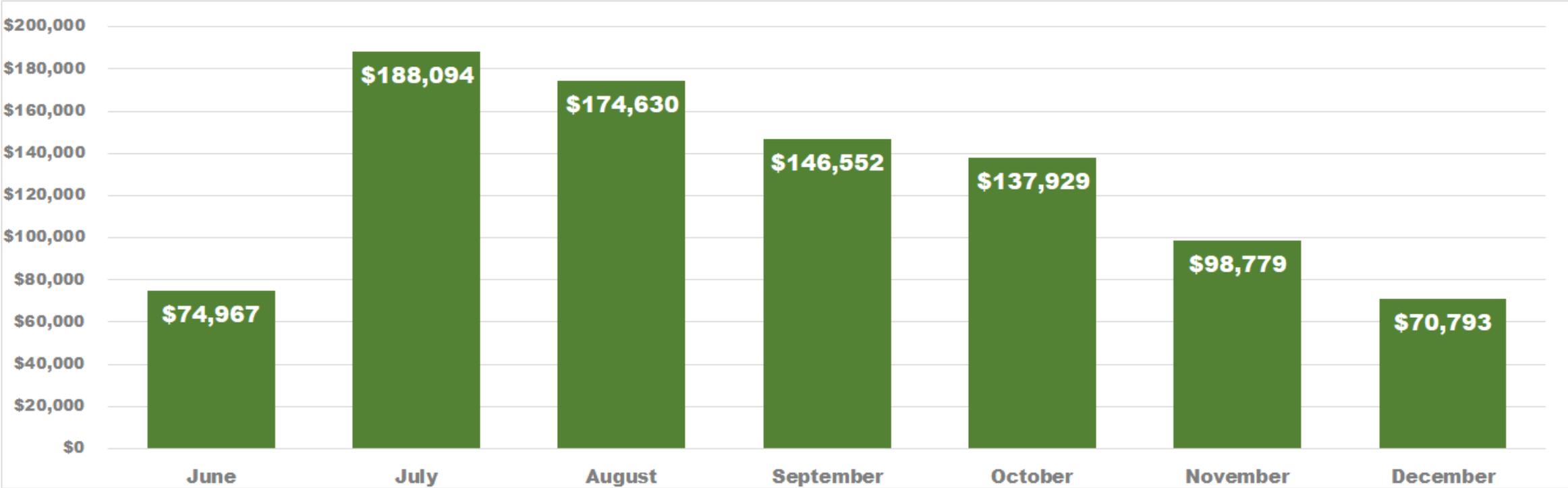
- **Multiple types of passes**
- **A variety of ways to easily pay**
- **Discounts for Oklahoma residents, veterans, disabled persons and Oklahomans age 62 or older**
- **Fully cloud-based, no tags or stickers necessary**

Parking Pass Program Revenue



As of December 31, 2020:

- **\$890k Net Revenue**
- **Over 80,000 Passes Sold**





Travel
OKLAHOMA

Travel**OK**.com



#OKHereWeGO Campaign

- \$15,916,273 in projected Lodging Revenue generated to date. ROI of 22:1.

Rt. 66 Guide & Passport

- Over 14,000 Passports and nearly 59,000 Guides distributed to all 50 states.



Oklahoma Fishing Trail Campaign - 2020

- ROI of 83:1. Nearly \$8 million generated in projected Lodging Revenue.



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FILM + MUSIC

— OK**FILMMUSIC**.ORG



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FILM+MUSIC

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2020: FILM INDUSTRY BY THE NUMBERS

- **Oklahoma Governor Kevin Stitt declared the motion picture and recording industry an essential business in July 2020.**



Behind-The-Scenes of Feature Film "Reagan" in Guthrie, OK

- **33 film and television projects** utilized the state's film incentive program
- **Creation of 4,721 local jobs**
- **\$45 million +** in direct impact to the state's economy

2020: NEW BUSINESSES



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FILM+MUSIC

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- Many new businesses with sound stage capabilities launched in 2020 to support the state's film and television industry including Prairie Surf Media, Green Pastures and Red Clay Studios.



2020: MORE JOBS

- As an essential business and with the growth of local infrastructure, new educational opportunities dedicated to the development of local workforce have abound in the state's film and music industries.





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