

# The VALUE OF WATER

March 30, 2016

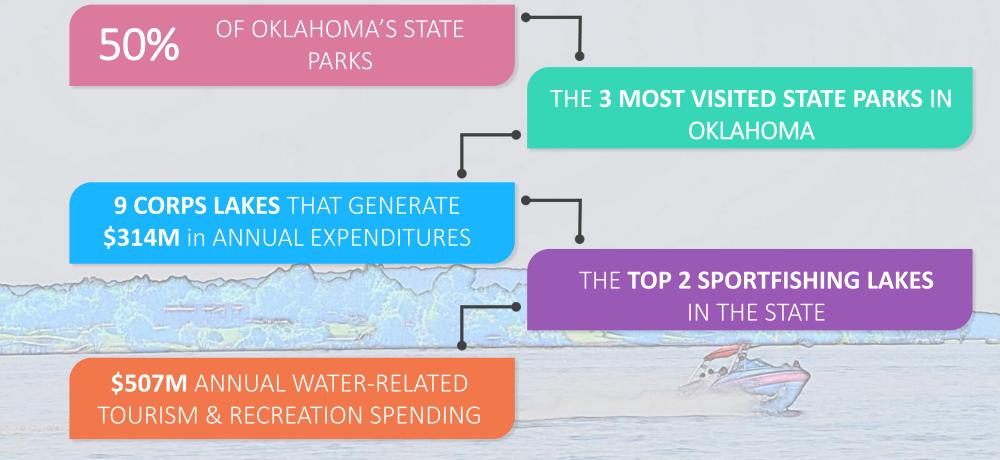
#### WHY FOCUS ON TOURISM & RECREATION?

IT'S A KEY STRATEGY TO ENSURE WATER IS BEING UTILIZED FOR THE MAXIMUM BENEFIT OF THE TRIBAL REGION



#### **OPPORTUNITIES:** The Planning Region Is Home To...

AN ABUNDANCE OF WATER-RELATED DESTINATIONS



AND THERE'S EVEN MORE...

#### YES, THERE'S A LOT OF TOURISM & RECREATION DATA TO INTEGRATE

#### FROM NATIONAL TRENDS TO LOCAL NUMBERS...

Water is the number one recreation attraction in America

In 2012, the 9 Corps lakes in the Region attracted 9.8 million visits & supported 2,624 jobs

Jobs supported & dollars spent around the Region's 9 CE lakes exceed that of Oklahoma's remaining 18 CE lakes.

impact of only fishing, hunting and wildlife watching in Oklahoma was \$2.9 billion Higher property taxes on water-front and water-view

Water attracts outdoor recreation dollars. The 2011 economic



Higher property taxes on water-front and water-view homes bring extra dollars to rural schools, libraries and more

> Non-profit volunteer groups bring 100s of thousands of dollars to the Region to help care for and manage lakes, rivers and streams

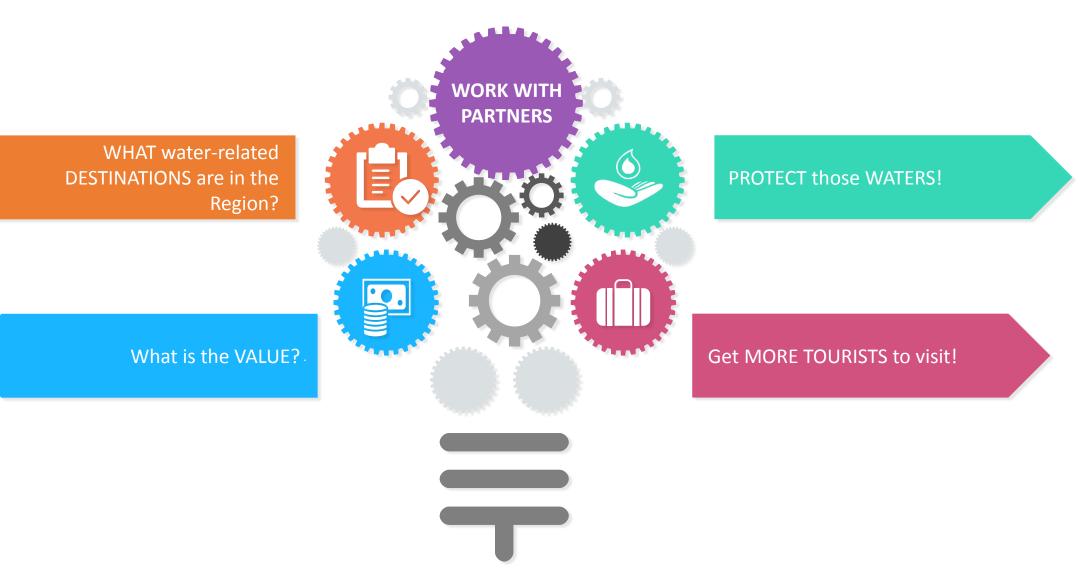






#### BUT IT BREAKS DOWN TO 4 SIMPLE IDEAS

(PLUS SOME UNIFYING PARTNERSHIPS!)



## SO WHAT ARE THE NEXT STEPS?

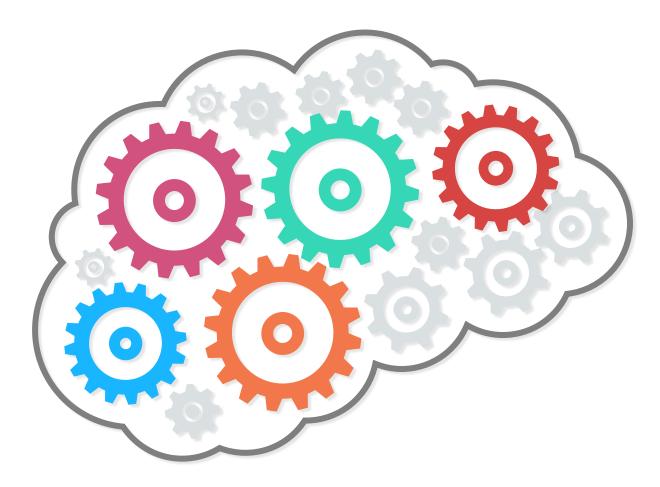
ACT NOW... START WITH EXISTING PARTNERS & PROGRAMS, DEVELOP KEY STRATEGIES



AND AT THE SAME TIME.....

### ASSEMBLE A TEAM OF EXPERTS

A CORE TOURISM & RECREATION PROTECTION, MARKETING & EXPANSION ADVISORY TEAM



CCRWP Team members who know recreation, water quality, Ag conservation practices, etc.

ECONOMIC Part

Partners like USACE & OSU who already assess economic impact of recreation in the Region

TRIBAL

Tribal water resource managers, cultural experts, tourism departments, etc.

MARKETING

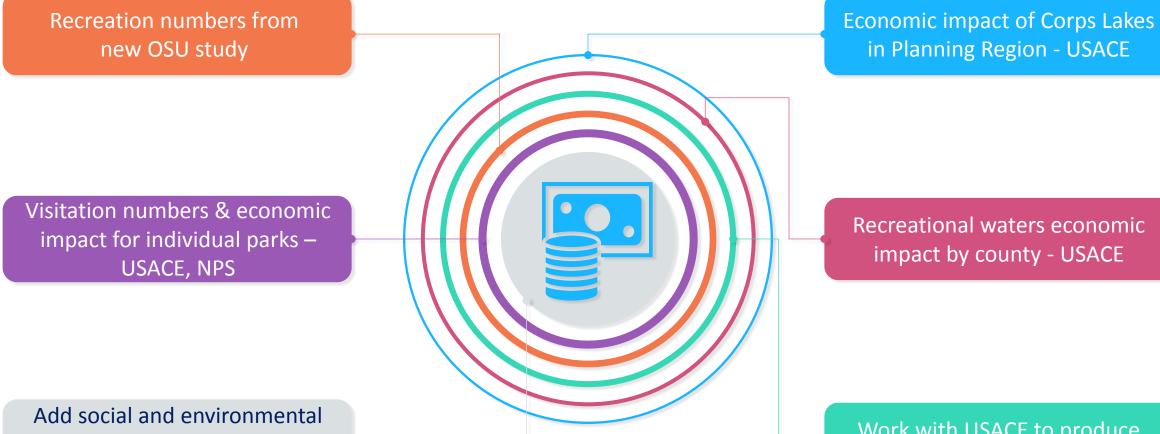
Those with expertise in destination marketing who also know the Region



Knowledgeable in fish & wildlife management, climate science, drought planning and more.

### UNIFYING PARTNER EFFORTS THROUGH TRIBAL LEADERSHIP

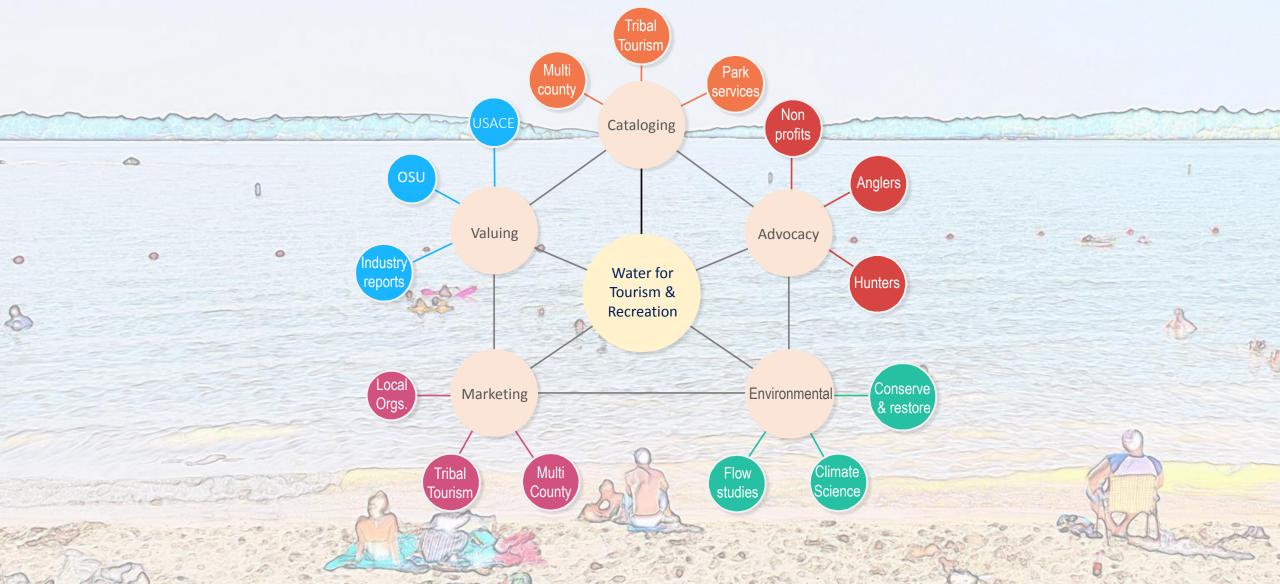
*Example: "Next Steps #1"* Bring Together Crucial NEW Economic Data



values to economic value -USACE, SCORP Work with USACE to produce reports related to rivers

#### BECAUSE THOSE SEPARATE EFFORTS ARE ALL CONNECTED

TO RECREATIONAL WATERS IN THE PLANNING REGION



#### THE VALUE OF WATER <u>– PRICELESS</u>!

#### INTEGRATES WITH <u>ALL</u> OTHER ESSENTIALS

	Water-related Tourism and Recreation is a key economic driver to many Cites in the Nations' jurisdictional territory	Tourism/Recreation & Agriculture are natural partners in conservation and watershed protection & restoration practices	Protecting lake levels & flows for Recreation & Tourism could serve as a cornerstone of Drought Preparedness		Many Towns & Rural Communities in the Region rely on water-related Tourism & Recreation as the foundation of their economies	
UNITY SUSTAINABILITY			51111 50	55	IAINADILII	
	URBAN	AGRICULTURE	DROUGHT		TOWNS & RURAL	

## UNITY THROUGH LEADERSHIP

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