

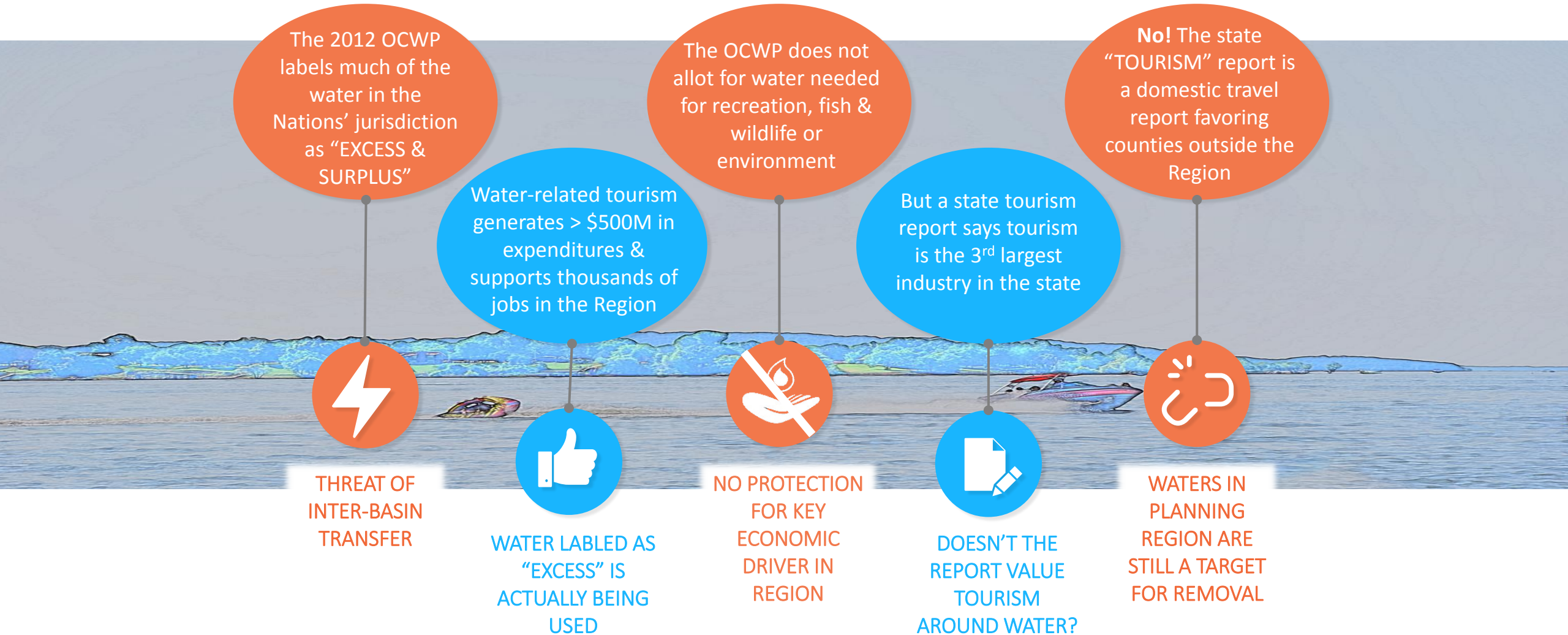


The VALUE OF WATER

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

50% OF OKLAHOMA'S STATE
PARKS

THE 3 MOST VISITED STATE PARKS IN
OKLAHOMA

9 CORPS LAKES THAT GENERATE
\$314M in ANNUAL EXPENDITURES

THE **TOP 2 SPORTFISHING LAKES**
IN THE STATE

\$507M ANNUAL WATER-RELATED
TOURISM & RECREATION SPENDING

AND THERE'S EVEN MORE...

..

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

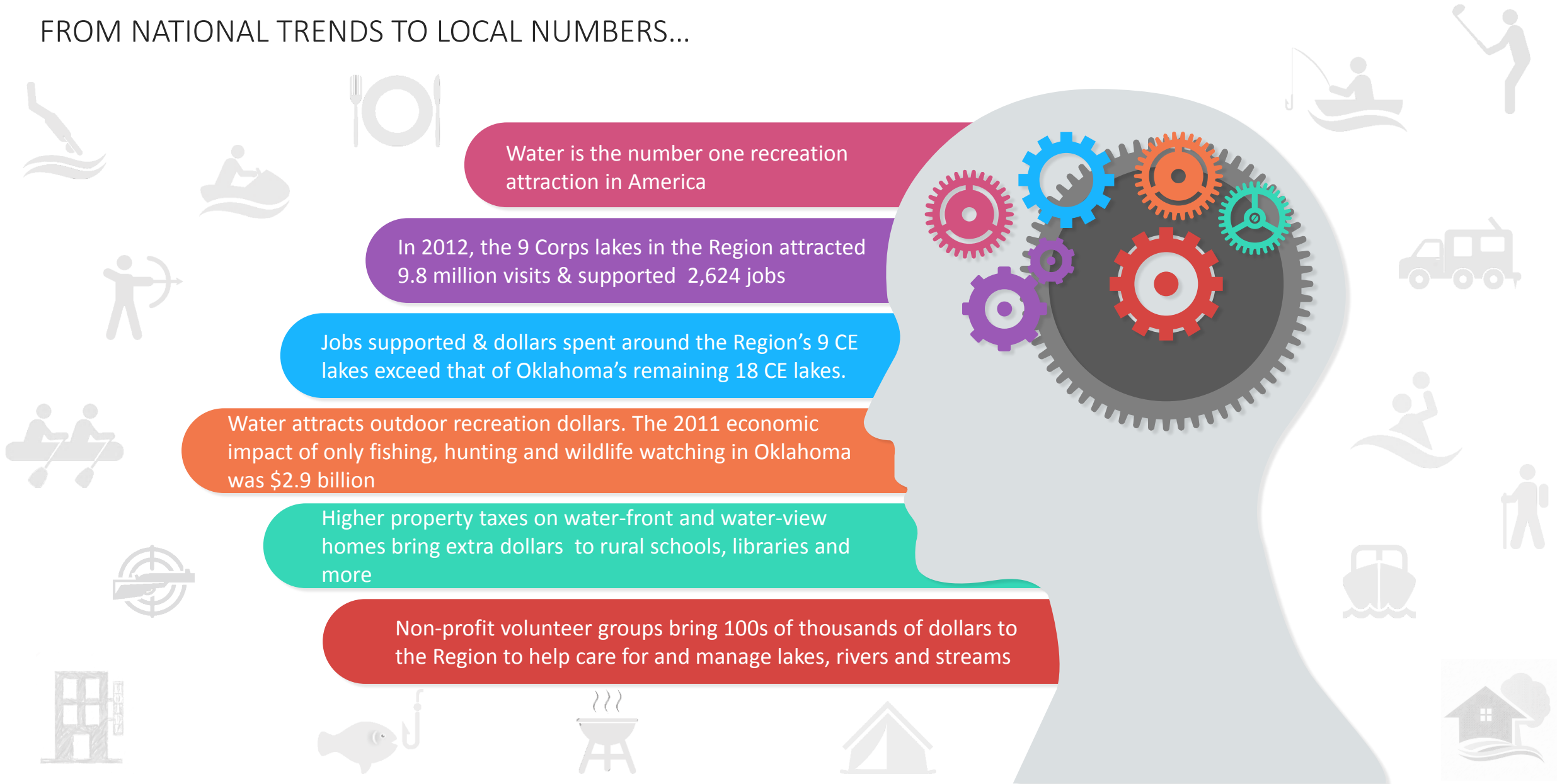
FROM NATIONAL TRENDS TO LOCAL NUMBERS...

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.

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

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

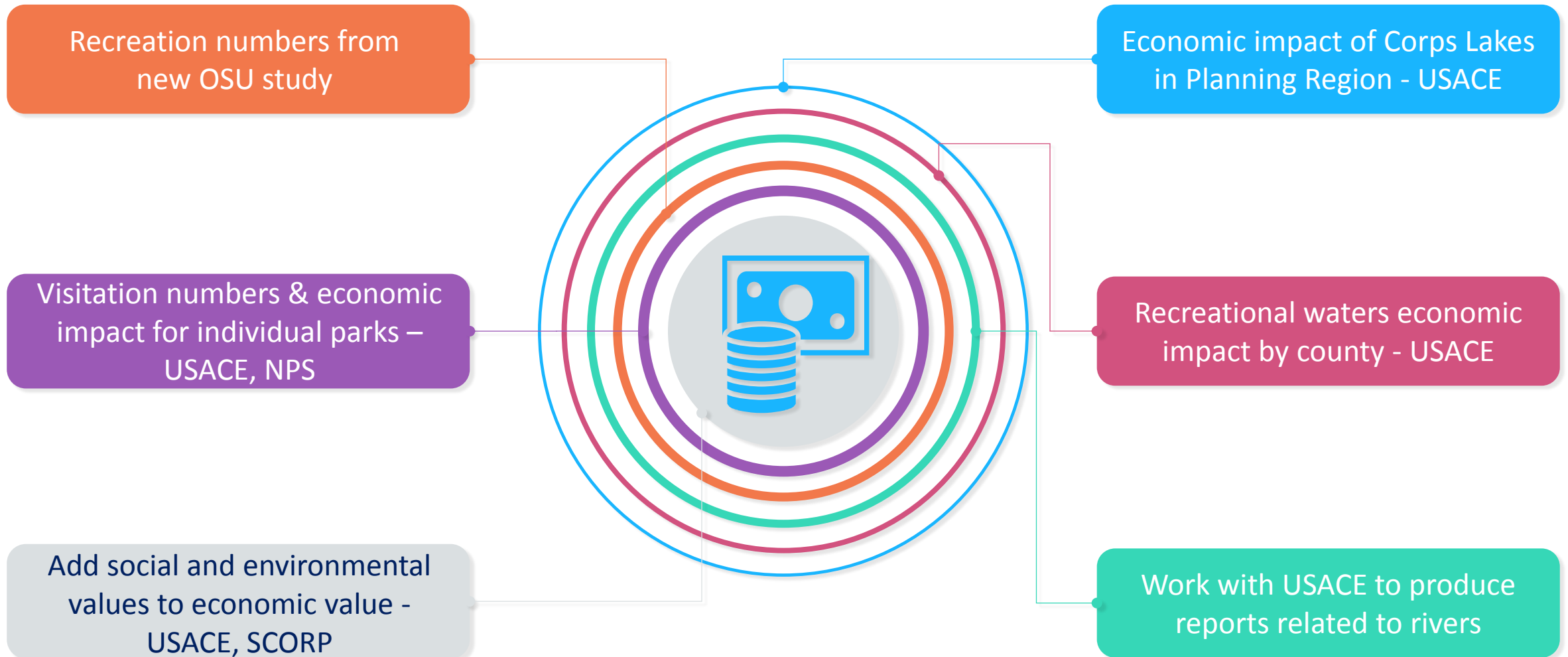
Those with expertise in destination marketing who also know the Region

OTHERS

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

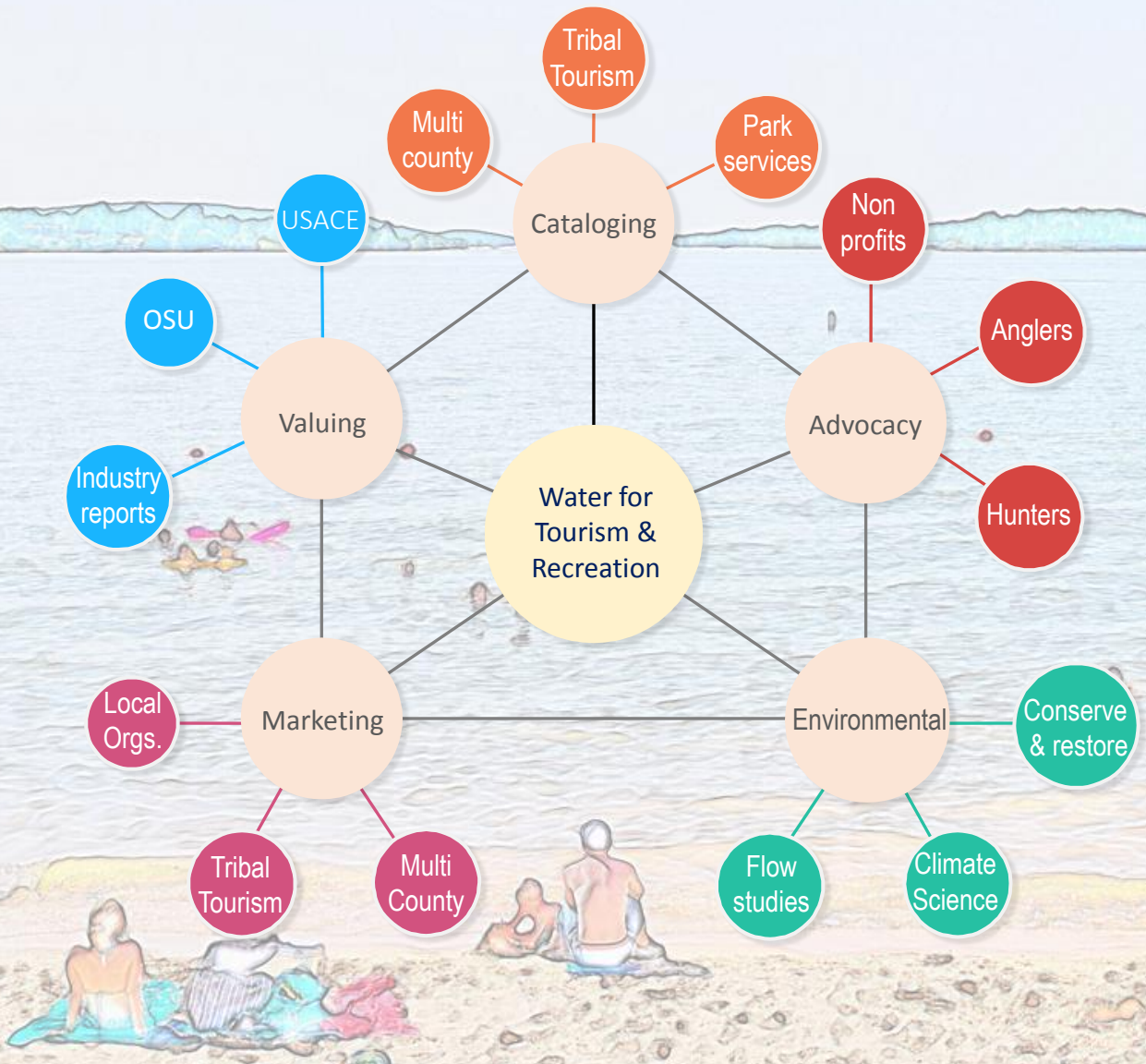
UNIFYING PARTNER EFFORTS THROUGH TRIBAL LEADERSHIP

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



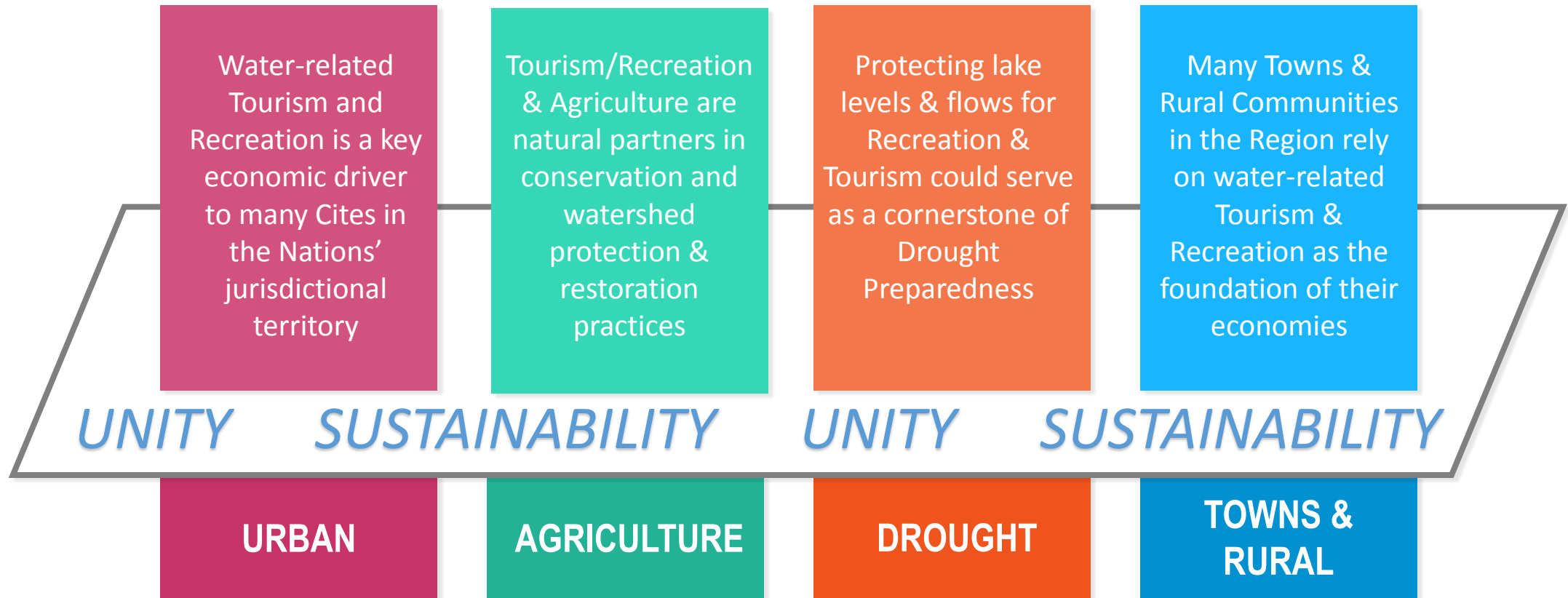
BECAUSE THOSE SEPARATE EFFORTS ARE ALL CONNECTED

TO RECREATIONAL WATERS IN THE PLANNING REGION



THE VALUE OF WATER —PRICELESS!

INTEGRATES WITH ALL OTHER ESSENTIALS



THE VALUE OF WATER

UNITY THROUGH LEADERSHIP