

Yukon's
BEST

OKLAHOMA

**Community Impact of
Parks and Recreation Facilities**

Introduction



Chris Lucas, CPRP
Parks and
Recreation
Director

Professional Background



Professional Background



What will be discussed?

Economic Impact of Parks and Recreation

How Does this Relate to Yukon?

City Yukon of Sample Pro Forma

- **8-Diamond Sports Complex**
- **Multi-generational Recreation Facility**

Facility Optimization Strategy

Conclusion/Questions

Economic Impact

	Global (2017)	Oklahoma (2017)
Economic Activity (transactions)	\$ 166.37 billion	\$ 1.97 billion
Value Added (GDP)	\$ 87.03 billion	
Labor Income (salaries, wages, benefits)	\$ 50.78 billion	\$ 556.17 million
Employment (jobs)	1,125,640 jobs	12,941 jobs

Other Critical Economic Impact from Public Parks include:



Health and Wellness

Other Critical Economic Impact from Public Parks include:



Conservation and Resiliency

Other Critical Economic Impact from Public Parks include:



Property Values

Other Critical Economic Impact from Public Parks include:



Visitor Spending

Other Critical Economic Impact from Public Parks include:



Economic Development

How Does this Relate to Yukon?

2021 Citizen Survey Results

Development of Property at Frisco Rd/Hwy 66

Yukon Athletic Complex – 2015 Master Plan



YUKON ATHLETIC COMPLEX
SITE MASTER PLAN YUKON, OKLAHOMA

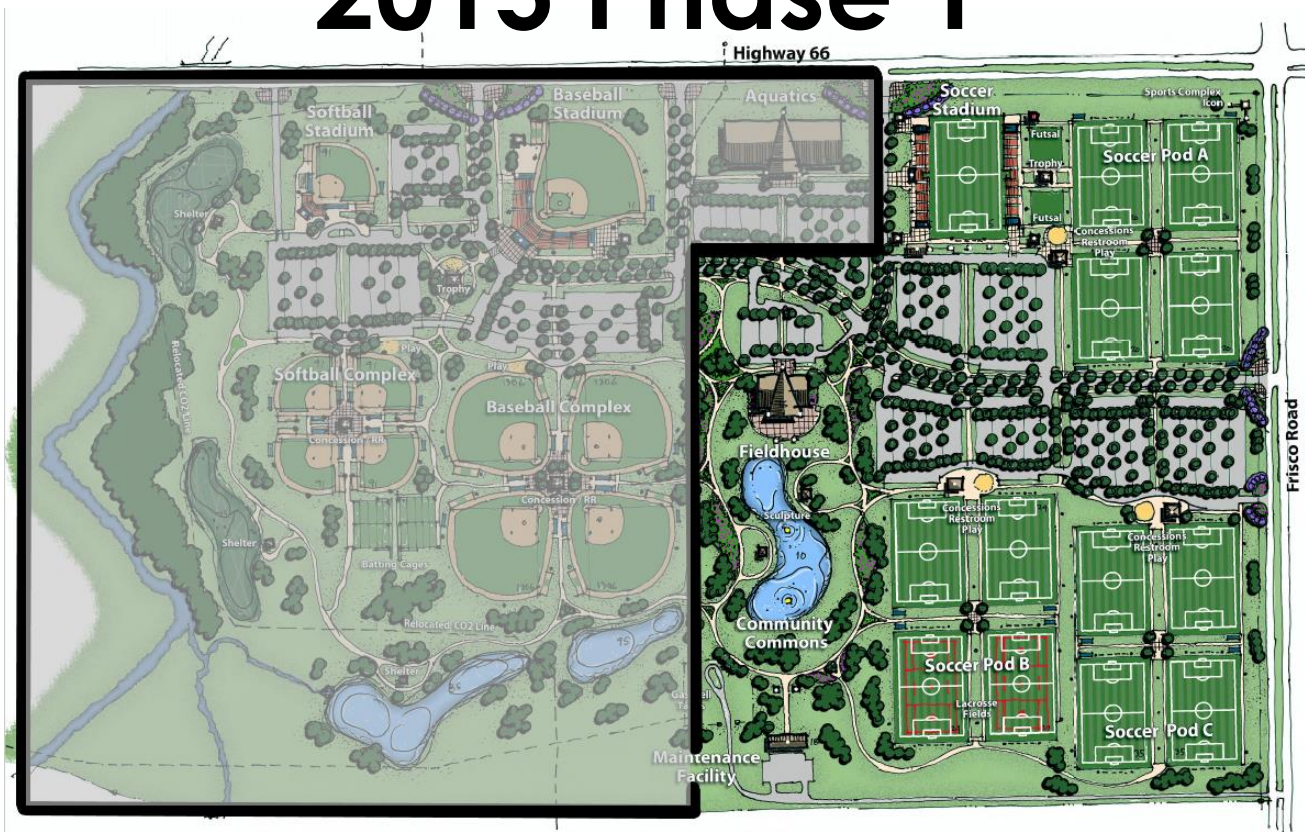
OCHSNER
HARE & HARE
a design studio of
OLSSON ASSOCIATES

OLSSON
ASSOCIATES

1" = 200'

05-21-2015 Job # 015-0981

Yukon Athletic Complex – 2015 Phase 1



YUKON ATHLETIC COMPLEX
SITE MASTER PLAN YUKON, OKLAHOMA

OCHSNER
HARE & HARE
a design studio of OLSSON ASSOCIATES

OLSSON
ASSOCIATES

1" = 200'

05-21-2015 Job # 015-0981

Yukon Athletic Complex – Sold Property



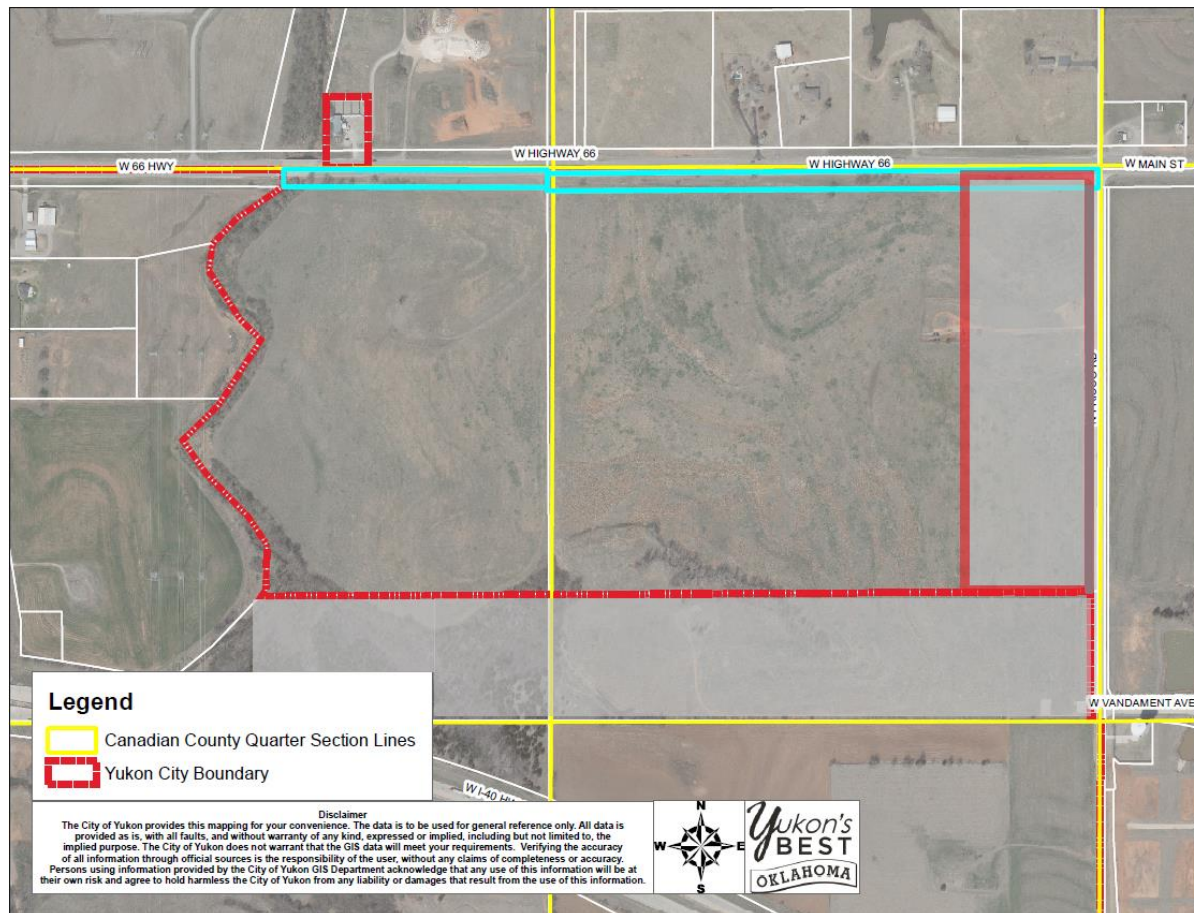
YUKON ATHLETIC COMPLEX
SITE MASTER PLAN
YUKON, OKLAHOMA

OCHSNER
HARE & HARE
a design studio of OLSSON
ASSOCIATES

OLSSON
ASSOCIATES

1" = 200'
05-21-2015 Job # 015-0981

Frisco Rd./Hwy 66 Property – Usable Space (184 Acres)



City Yukon of Sample Pro Forma

8-Diamond Sports Complex Handout

Multi-generational Recreation Facility Handout



Planning

Existing Community Inventory

Vision Casting, Strategic Planning

Market Opportunity Analysis

Financial Modeling

Master Planning

Development

Partner Development

Venue Planning for Effectiveness

Architectural Design Process

Construction

Management

Pre-Opening Booking, Sales

Operational Set-Up

Team Development

Optimization

Exceed Expectations

- Guest Experience
- Economic Impact
- Financial Performance
- Community Use

Spur Economic Growth & Development

Can it be Done?

Sand Mountain Park and Amphitheater – Sand Mountain, AL



Yukon's
BEST

OKLAHOMA

Conclusion / Questions