

RIVERPORT Foundation Quarterly Update



June 21, 2022

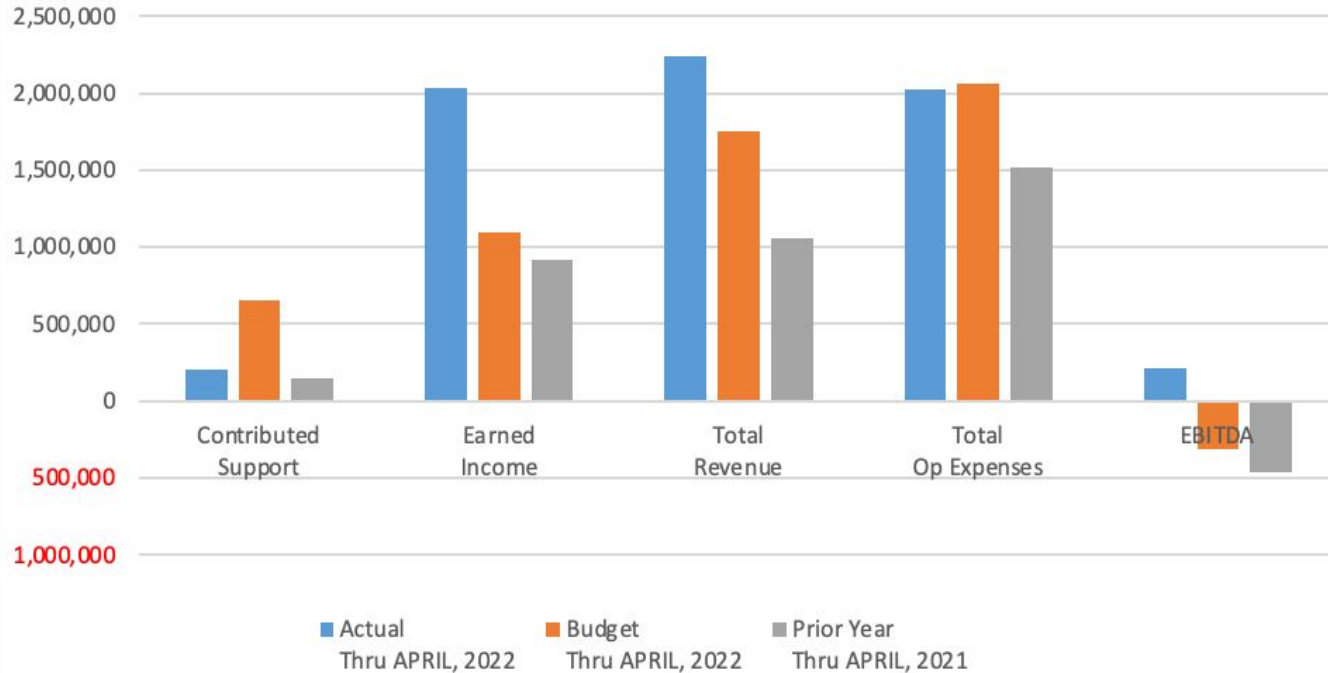


Financial Update

RIVERSPORT



Comparative Income Statement



National Learn to Row Day



Private Events



School Engagement



Summer Camps



USRowing Nationals



WOKA & Tulsa



Opening 2023



International Event Awards

The 2022 USA bid package – Promote the Road to the L.A.28 Games

Canoe Sprint/Para, Marathon, SUP, Dragon Boat Events

Canoe Sprint/Para

- 2024 ICF Canoe Sprint World Cup (NBP)
- 2024 ICF Canoe Sprint Super Cup (OKC)
- 2026 ICF Junior & U23 World Championships (NBP)

Marathon & SUP

- 2023 ICF SUP World Cup (NBP)
- 2024 ICF Canoe Marathon World Cup (NBP)
- 2026 ICF Canoe Marathon World Championships (NBP)
- 2024 & 2026 ICF SUP World Championships (NBP)

Dragon Boat

- 2023 & 2024 ICF Dragon Boat World Cups (NBP)

Canoe Slalom & Freestyle Events

Canoe Slalom

- 2024 ICF Canoe Slalom World Cup (OKC)
- 2024 ICF Super Cups (OKC & USNWC)
- 2024 ICF Canoe Slalom Continental Qualifier (OKC)
- 2026 ICF Canoe Slalom World Championships (OKC)

Canoe Freestyle

- 2024 ICF Canoe Freestyle World Cup (OKC)

The USA Venue Consortium is interested in organizing additional ICF and Continental events ahead of the L.A.28 Games to support the growth and evolution of paddle sports in the USA and worldwide and protect the future of the Olympic paddle sports.

USA Freestyle Team Trials



Pan Am Championship



Central Youth Championship



OpportUnity Day, May 6

Arshay Cooper
Councilwoman Nikki Nice





ARSHAY COOPER
2022 RIVERSPORT OPPORTUNITY DAY

Thrive Outside 2022 Events

- Mom & Me at Lake Overholser with OKC Parks and Rec
- Team River Runner National Kayak Football event for disabled veterans
- Team River Runner Regional event for disabled veterans
- River Bowl with OKC Black Alumni Coalition
- World Paddlesports Festival Community event
- Thrive Outside Day





Thrive Outside



2022 Programming

- **30 field trips** providing access to over 860 for a total of 3,500 hours
- **386 camp scholarship** registrations for a total of 15,000 hours (predicted to hit 450)
- **OU Department of Educational Psychology** received a grant to pilot a youth Adventure Therapy program at RIVERSPORT to provide access to outdoor recreation, improve social-emotional learning, and produce quantifiable results

Nearly 30 Community Partners - New in 2022...

- Eastside Wrestling
- Freedom City
- Krush Track and Field



Thrive Outside



- ACOG
- Bike Club OKC
- Boys and Girls Club of Oklahoma County
- BSA Last Frontier Council
- Class Matters
- Course for Change
- Crooked Oak Public Schools
- Crossroad Family Services
- Empower OKC/Lilyfield
- First Serve
- John Rex Charter School
- Millwood Public Schools
- National Park Service
- Native American Student Services- OKCPS
- Oklahoma City Indian Clinic
- Oklahoma State Parks
- OKC City Center
- OKC Parks and Rec
- OKCPD- FACT unit
- Pivot
- ReMerge
- Scissortail Par
- Stop the Violence
- Sunbeam Family Services
- Urban Bridge at the Bridge Impact Center
- YMCA of Greater Oklahoma City



Thrive Outside 2022 Events

- **\$25,000 Additional Funding, Outdoor Foundation**
- **OpportUnity Day at RIVERSPORT with Arshay Cooper**
 - 450 kids heard Arshay's story, learned about OKC rowing, and experienced RIVERSPORT adventures
 - Free summer rowing and adventure camps offered to all
- **Bike Club Graduation with Bike Club OKC**
 - 60 Kids and their families celebrated successful completion of Bike Club with a group ride, lunch, free RIVERSPORT season passes, and free bikes to keep.



ROW ROW ROW YOUR BOAT
RAPIDLY DOWN THE STREAM.

RED BULL RAPIDS OKLAHOMA.

AUGUST 27TH, 2022
RIVERSPORT OKC

RED BULL GIVES YOU WIIINGS.



RIVERSPORT





2022 • OKLAHOMA CITY • USA



Inaugural RIVERSORT

Swiftwater Championship

RIVERSORT



RIVERSPORT OKC

Swiftwater

RESCUE CONFERENCE

Operations Update



- Safety Update
- International Raft Guides/ Staffing
- Maintenance Project Updates
- Lake Hefner
- Filtration
- New Jumbotron
- Security



2022 Advertising Campaign

OBJECTIVES

- Drive recruitment efforts to secure 250+ part-time hourly staff
- Drive \$2.7M in adventure sales
 - Increase annual attendance from 39,246 to 50,500
 - Increase season membership unit sales from 1,931 to 3,500
- Drive wedding and related private event sales

STRATEGY

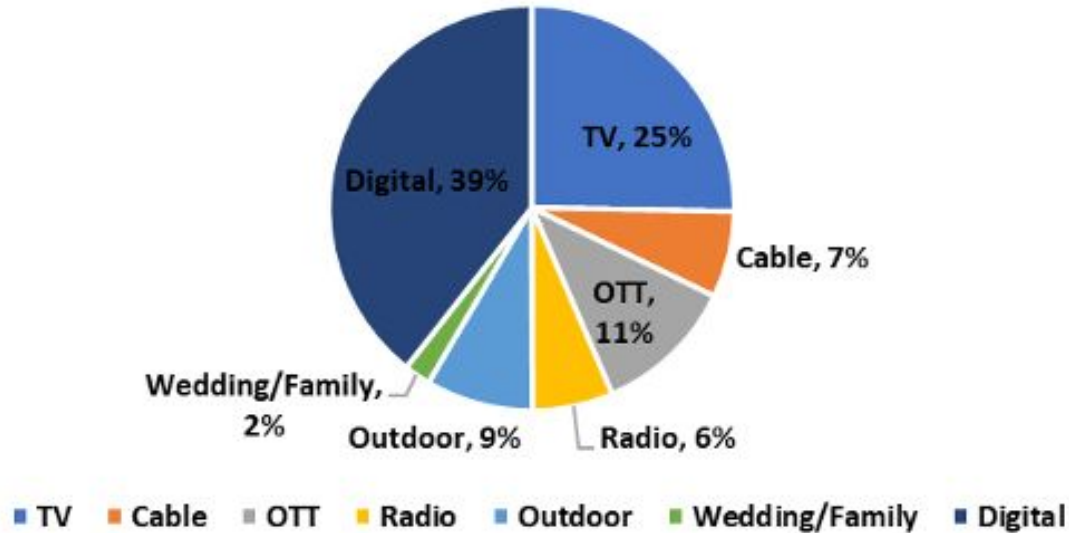
- Recruitment –a more important message than ever based on staffing challenges which impact visitor experiences
- Motivate people to try RIVERSPORT; target Oklahoma and North Texas
- Primary message –experience RIVERSPORT, product education
- Secondary message –upgrade to a season membership

BUDGET & DEMOGRAPHICS

- \$280,000
- Women 25-54
- Persons 18-24
- OKC Metro + 25 miles • State of Oklahoma • N. Texas

2022 Ad Media Mix

RIVERSPORT



2022 Advertising Creative

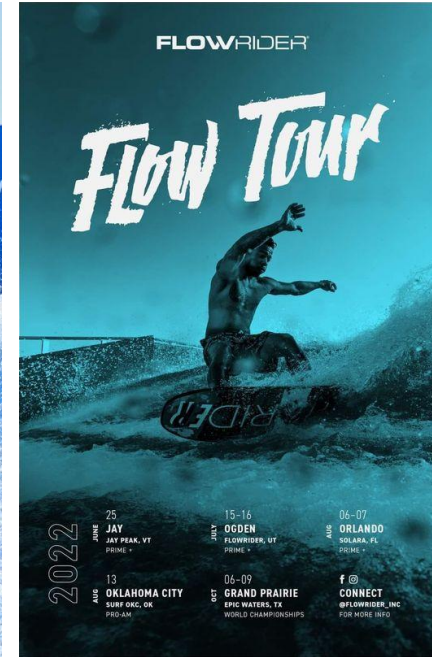


DIGITAL • TV/CABLE/OTT • OUTDOOR • RADIO

Compass Rose Leadership



Pro-Am Surf Competition



Stars & Stripes River Festival

RIVERSPORT



RIVERSPORT

We inspire excellence, enhance communities, and change lives through Olympic sports and outdoor urban adventures



U.S. OLYMPIC & PARALYMPIC
TRAINING SITE
RIVERSPORT

Thank you!

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RIVERSPORT Foundation is an nonprofit, 501(c)(3) organization



RIVERSPORT™
FOUNDATION