



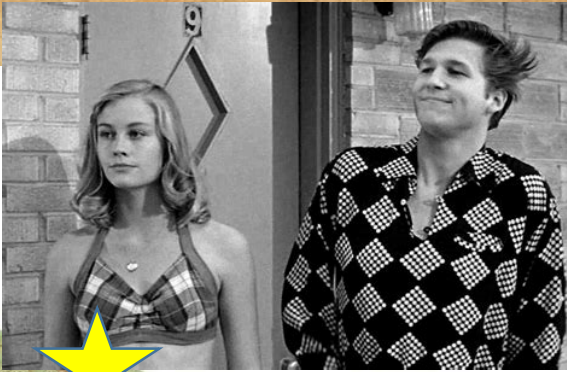
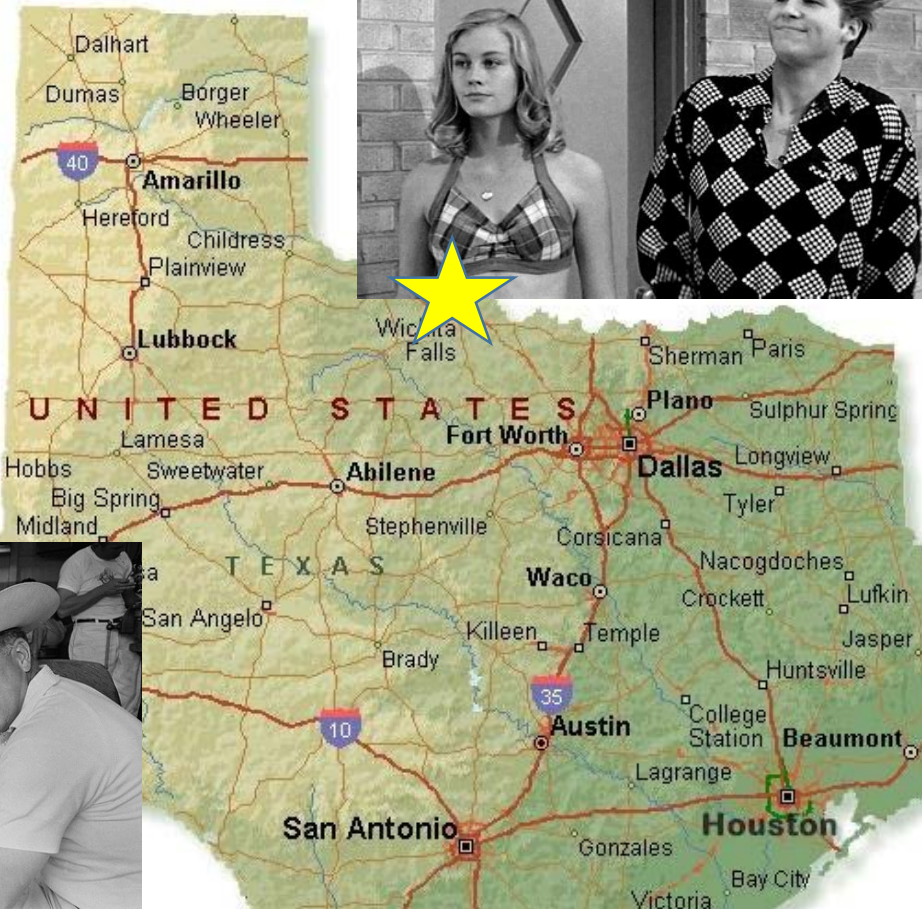
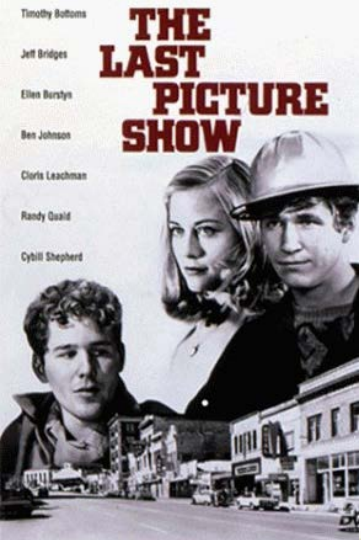
Triumphs and Trials in Texas

The Enduring Tale of Lake Wichita



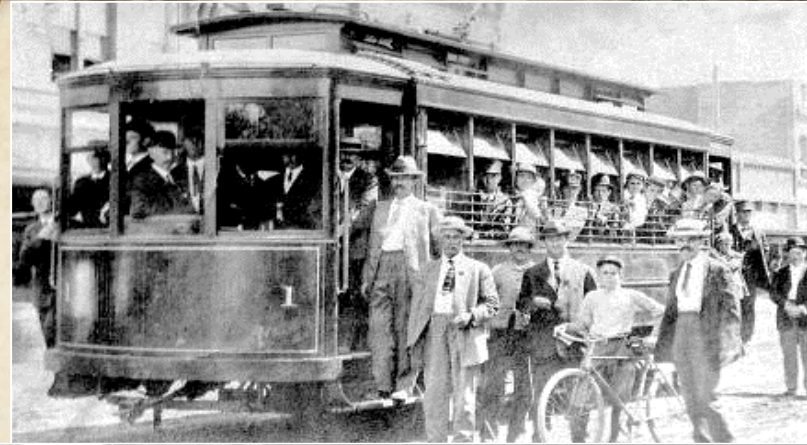
Texas Parks & Wildlife Department
Tom Lang, District Fisheries Supervisor
Wichita Falls, Texas





Lake Wichita

- Built in 1901
- 3rd oldest reservoir in Texas
- “Gem of North Texas”
- 1,224 acres



Degraded Habitat

- Average depth ~4'
- Drought prone
- Lack of any habitat
- Max depth ~8'
- Watershed issues
- Golden Alga



The Situation

- Historic drought
- Lake was gone
- Revealed it's issues
- “Man enough to be our biologist?”



Wichita Falls, Texas



Lake Wichita

Sikes Center

Google
Lakeside City

Principal Partners



Wichita Falls Area
COMMUNITY
FOUNDATION

PROUD PARTNER



Fixing the Lake through Excavation

- 117 years of siltation and lowering spillway have greatly diminished storage capacity and habitat
- Remove 6-9 million cu yds of sediment (double storage)
- Increase ave depth to 8' and max depth to 15'



Shoreline Amenities



Circle Trail Bridge

Barnett Rd. Small Craft Launch

Shoreline Circle Trail Section



LW Park Beach Area

Fairway Boat Ramp

Lake Wichita Park

Paddling Trail ADA Launch

New (3) Floating Fishing Piers



850' Jetty & Circle Trail

Lakeside City Boat Ramp



Pavilion Boardwalk

E. Shoreline Trail & Jetties (3)

Veterans Memorial Plaza & Kemp Boat Ramp



What It Takes

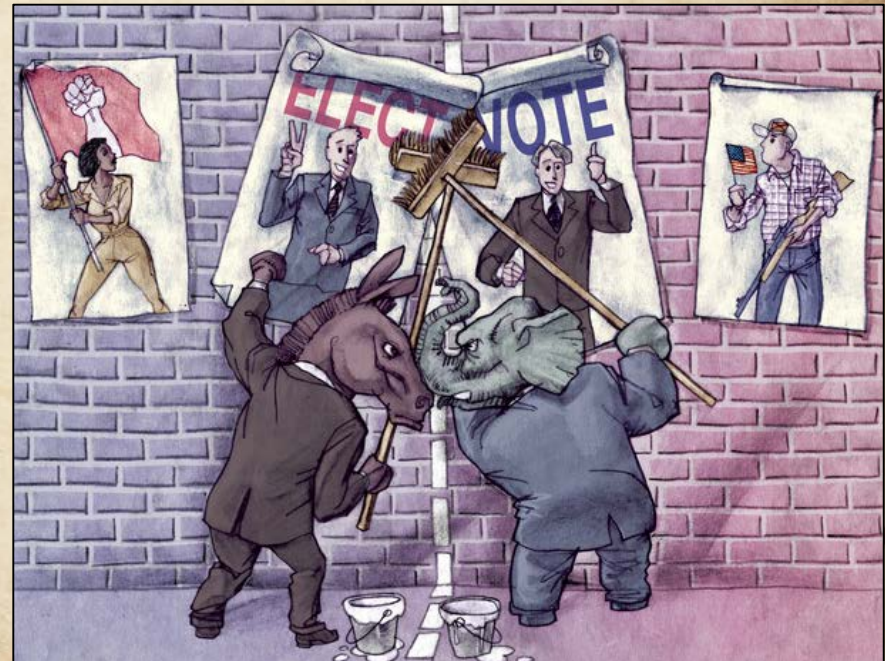


- “Everything comes down to money and love”
-Hank Williams Jr.
- Excavation of LW = \$40M
- LW Amenities = \$15M
- USACE 404 Permit
- ***Innovative policy change***



Innovation and State Policy Change

- Significant factors influencing innovation in state policy
 - ✓ Healthy economy
 - ✓ Electoral competition
 - ✓ Public support and activism
- Impacted by neighboring policy maker activities
 - Every win, every one of us makes helps future projects





OUR LAKE OUR LIFE



LAKE WICHITA

Wichita Falls
TEXAS



LAKE WICHITA

Wichita Falls
TEXAS

Public Engagement

- 37 Events reaching ~65,000 people

More Fishing Piers on Dam

- Add three more fishing piers to the dam off of the trail for safe good fishing access



More than 100 presentations to more than 4,000



**THIS
BUD'S
FOR
LAKE
WICHITA**



For every case of Budweiser and Bud Light sold in Wichita Falls from June, 2016 through August, 2016 Budweiser and Bud Light will make a donation to the Lake Wichita Chapter of Friends of Reservoirs

Budweiser

McBride's
STEAKHOUSE
since 1992



 **PATTERSON**
AUTO GROUP

Herb Easley

SEWELL
 **TOYOTA**



Times Record News

SERVING WICHITA FALLS FOR MORE THAN A CENTURY

timesrecordnews.com | \$1.00

OUTDOOR

Hope rises for Lake Wichita plans

Permit filing to lead agenda for City Council

By Claire Kowalick
ckowalick@timesrecordnews.com
940-363-7543

After more than two years of planning, revitalization of Lake Wichita may take a major leap forward

at Tuesday's Wichita Falls City Council meeting.

A resolution is on the agenda to award a professional services agreement to Carollo Engineers Inc. for preparation of a U.S. Army Corps of Engineers Clean Water Act 404 permit. Obtaining the permit is the first step in a lengthy process to revamp the lake into a recreation destination.

The services agreement cost is \$304,800. About half of the funding comes from grants and donations solicited by the Lake Wichita Revitalization Committee and half from the city's Type B Sales Tax Corp. The permit will allow the city to begin excavation and shoreline amenities to the lake.

The Corps of Engineers may have further

requirements after inspection of the application. Review of the application and approval is expected to take about six months.

The first task for Carollo, the city and Lake Wichita Revitalization Committee members will be developing amenity footprints. This includes mapping out how the new

See PERMIT, 31

Now is the right time to revitalize Lake Wichita

Last week's Wichita Falls City Council meeting was a banner day for Lake Wichita.

Council members voted to extend the original Lake Wichita Study Committee's tenure for an additional 18 months. With that allowance also comes a change in committee name — from "study" to "revitalization."

While that name change

Just like the visionaries who carved her original beauty into the chasm between southern Wichita Falls and Lakeside City, 21st century citizens are looking past the drought. They can see beyond current less-than-optimal conditions.



LAKE WICHITA
OVER \$1 MILLION RAISED

Lake Wichita Chapter of Friends of Reservoirs
Non-Profit Organization

Shop Now Liked Message

Timeline About Photos Reviews More

LAKE WICHITA WELCOMES

THEODORE ROOSEVELT



IV

THURSDAY, MARCH 16, 2017

DINNER 7:00PM

MPEC RAY CLYMER EXHIBIT HALL

Purchase Tickets

Online: supportlakewichita.com

Phone: (940)692-7999

After 5:00pm or Weekends Please call: (940) 720-2608

Email: kathryne@teamhoegger.com

Walk-ins welcome, or mail check to:

Lake Wichita Friends of Reservoirs

901 Indiana Ave Ste 100, Wichita Falls Tx 76301

*A portion of each ticket/table price is tax-deductible and receipts will be mailed following the event.
All tickets include dinner, complimentary beer and wine, and special memorial gift.



LAKE WICHITA
Wichita Falls



- March 2017



USACE 404 Permit APPROVED!

- August 2017



US Army Corps
of Engineers®
Tulsa District

Lake Wichita Revitalization Project 404 Permit Application Package

Prepared For
City of Wichita Falls



September 2016

Prepared By:



In Partnership With:



Project Number: 10643A.00

Texoma Gives



LAKE WICHITA LABOR DAY
PARTY
in THE PARK

JOIN US NEXT TO MURPHY'S MOUND IN LAKE WICHITA PARK
SEPTEMBER 4TH | 5:30 PM - 9:00 PM

**LISTEN TO
MUSIC**
**TEXAS
FLOOD**
**GREAT
FOOD**



Broadened Community Appeal



Broadened Community Appeal



Major Donors Starting to Sign On



 **Merrill Lynch**
Bank of America Corporation

64-1278/611

Office
Disbursement Account
P O Box 43247
Jacksonville, FL 32231-3247

Merrill Lynch,
Pierce, Fenner & Smith Inc.

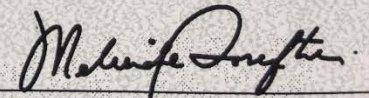
Check Number **00593-02967**

| Date | Amount |
|------------|------------------------|
| 12/22/2017 | PAY \$100000.00 |

To The Order Of

LAKE WICHITA REVITALIZATION
PO BOX 94903
WICHITA FALLS TX 76308

MEMO:



Bank of America



THANK YOU FOR SUPPORTING OUR LAKE OUR LIFE

Lake Wichita is both a visible reminder of the crisis and a showcase for how a community can rise to the occasion." —Theodore Roosevelt IV

BECOME A PARTNER

OUR LAKE OUR LIFE

Want to know how you can support Lake Wichita? Visit supportlakewichita.com for more information.

LAKE



WICHITA



VISIONARY LEVEL \$250K

Texas Parks and Wildlife Department
Mr. Harry and Mrs. Brenda Patterson



BELIEVER LEVEL \$125K

J.S. Bridwell, Bryant Edwards, and Fain Foundations
City of Wichita Falls 4B Board



ELITE LEVEL \$25K

Mrs. Carol & Mr. Robert Gunn
Patterson Family of Dealerships
Reservoir Fish Habitat Partnership
All-American Car Wash
Times Record News
McBride's Steakhouse (Maplewood)
Storm Computers



EXCEPTIONAL LEVEL \$5K

The Kimbell Family
Dr. & Mrs. Dan Bolin
Hon. Charles & Kay Finnell
Mr. & Mrs. Vern Huffines
Mr. Leroy and Mrs. Kathie Chaddick
Dr. Josh and Mrs. Amber Schacter
Fidelity Bank
Falls Distributing
W.B. & Noelle Marks, owners Popular Flooring
MSU Dillard College of Business Administration
Gary Baker & Associates, LLC
Hoegger Communications
Texoma Community Credit Union
Bricktown Tap House and Kitchen
Hirschi Realtors
In Memory of Harl & Evelyn Mansur
Chancellor Monument
Comet Cleaners & Planet Fitness



PARTNER LEVEL \$1K

Anonymous
Senator and Mrs. Craig Estes
Stephen Santellana and Family
Mr. Mike and Mrs. Jenny Pepper
Mr. and Mrs. Glenn Barham
Mr. John Hirschi
Eagle Oil and Gas Co.
Wichita Falls Area Community Foundation
Perkins-Prothro Foundation
Pratt and Whitney Inc.
PPG Foundation
Mr. and Mrs. Danny Foix
Builders Lumber Co.
Mr. and Mrs. Bob Innamorati
Fishiding.com
Dr. James Godwin
Mr. and Mrs. Ted Smith Jr.
Guarantee Title
Hotter n' Hell 100
Allsize Storage
SH Rider H.S. - Class of 1972
Two Clever Chicks
KFDX 3 and Texoma's Fox
KAUZ 6
First National Bank of Wichita Falls
City of Lakeside City
Lakeside City Good Neighbors Association
Rotary Club of Wichita Falls North
Union Square Credit Union
Stewart Title
Wellington Banquet & Conference Center
Wichita Falls Runners Club
Jim Ginnings
Neil McMullen
Paul and Susan Tigrett
Star Brite Cleaners
Sewell Toyota
Liz Vernon
Dustin Nimz
Texas Roadhouse
Herb Easley Motors
Wichita Falls Chapter of American Institute of Architects
Delores Ogden
Sikes Senter Mall
T-Shirt Safari
Big Daddy's Towing & Wrecker Service
Radiology Associates of Wichita Falls, P.A.
Ms. Mattie Louise Hill
Advantage Realtor Group
Rotary Club of Wichita Falls Southwest
Robert and Jeannie Seabury
Mr. and Mrs. Thomas Hamilton
Danny Taylor



FRIEND LEVEL LESS THAN \$1K

3,017 Friends Level Donations!



- Grants, private donations, in-kind services, and pledges not total more than \$4.35million



LAKE WICHITA

Wichita Falls TEXAS



May 2018 WF Bond Elections

- 7 Props for a total of more than \$131M
- Prop B for Lake Wichita Shoreline Improvements
- \$3.915million for Boardwalk, Veteran's Memorial Plaza and completing the Circle Trail



fallsfuture.com

Recreation Streets Downtown Entertainment Cost Go Vote Contact Us Join Us April 19th

VOTE YES

Early Voting:
Monday, April 23, 2018 – Friday, April 27, 2018
Monday, April 30, 2018 – Tuesday, May 1, 2018

Election Day:
Saturday, May 5, 2018



Too Much and Too Little



- \$131M sticker shock drove tremendous negative sentiment
- One Bond Passed
- Lake Wichita Bond was second with 5,000 yes votes
- LW Bond was only for amenities not for fixing the lake through excavation





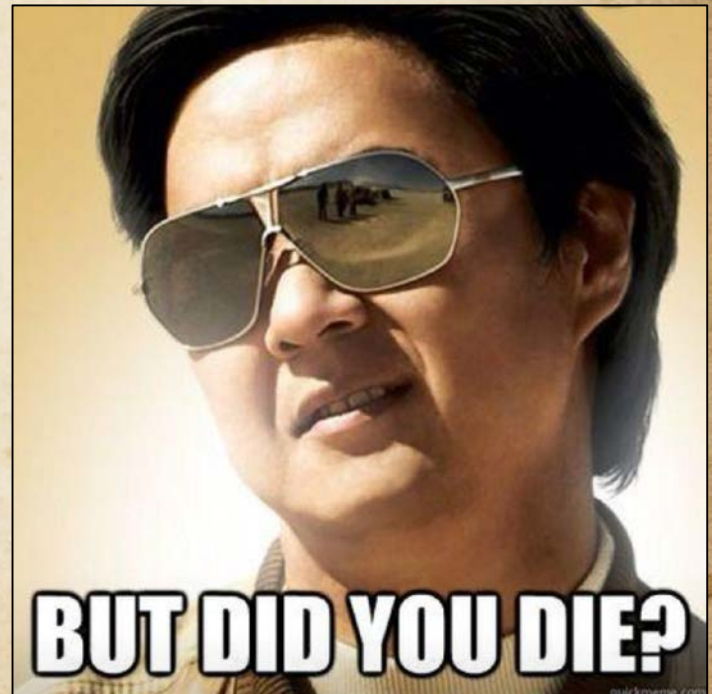
Moving Forward After Bond Failure



Leaderboards for Texoma Gives

Most Raised

- | | |
|--|--------------|
| 1. LAKE WICHITA REVITALIZATION PROJECT | \$202,545.00 |
| 2. Olney Christian Community Center | \$157,549.00 |
| 3. Wichita Christian School | \$104,075.00 |



Moving Forward

- Additional donated studies



THAYER SCHOOL OF
ENGINEERING
AT DARTMOUTH



Moving Forward

- Funded monuments
 - Gold Star Families Memorial
 - Vietnam Veterans Memorial



Moving Forward

- Fish cleaning station



**ARCONIC
FOUNDATION**



Moving Forward

- Contracted and funded \$398,000 construction design of Boardwalk, Veterans' Memorial Plaza, and Boat Ramp



Increasing Capacity: Sub-Committees



OUR LAKE OUR LIFE
LAKE WICHITA
— Ambassador —

Are you excited about the Lake Wichita Project?

Do you want to volunteer your time and talents to help make it happen?

Next Ambassador Training
Wed Aug 17 from 12:30-2:30
at McBride's Steakhouse
Limited to 25
email: tom.lang@tpwd.texas.gov
to sign up today

I WANT YOU
TO BECOME A LAKE WICHITA AMBASSADOR

- Volunteer Army
 - Fundraising
 - Ecosystem
 - Lake Amenities
 - Outreach Education
 - History



Increasing Capacity: Exec. Director



Stars Aligning?



**MSU
Texas
raises
\$32.8M**

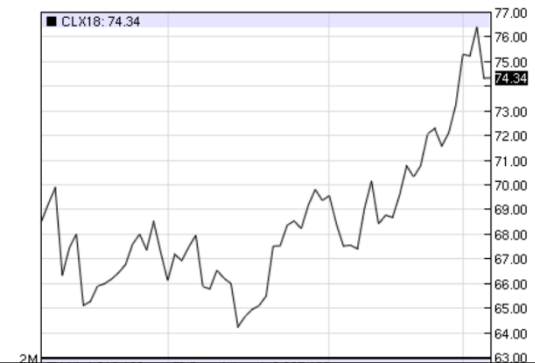
Private donors help in
shattering gift record

- Local economy trending up?
- Greater political competition?
- Greater political support?

Crude Oil

WTI (NYMEX) Price

End of day Commodity Futures Price
Quotes for Crude Oil WTI (NYMEX)



Texas Senate Republican nominee Pat Fallon: Nov. election a 'foregone conclusion'

Trish Choate, For the Times Record News

Published 3:29 p.m. CT April 28, 2018 | Updated 4:08 p.m. CT April 30, 2018



State Rep. Pat Fallon said he will support a project to dredge Lake Wichita during a recent visit to Wichita Falls.

The Republican nominee for Texas Senate District 30 has toured the reservoir, connecting with local supporters of revitalization efforts for the lake.

"You have this diamond in the rough in Lake Wichita," Fallon said during a town hall meeting.



**“We must dare to
be great; and we
must realize that
greatness is the
fruit of toil and
sacrifice and high
courage.”**



**TEDDY
ROOSEVELT
1901-1909**