

# ADAMS PARK MASTER PLAN



## APPENDIX A RV PARK ASSESSMENT

# INTRODUCTION

## HISTORY

The project site is located within city of El Reno, Canadian County, Oklahoma and owned by the City. Demographically it is part of the Oklahoma City Metropolitan Statistical Area. The estimated 2022 census, shows that the county's population had reached 169,149. The county seat is El Reno with a population of 16,989.

## CITY CULTURE

El Reno's central location in Oklahoma is only 20 minutes west of Oklahoma City and provides thousands of drive-by traffic on a daily basis. Having the Lake El Reno RV Park located along the historic Route 66 Highway adds options to cross country travelers seeking overnight accommodations. Oklahoma City presents El Reno as a bedroom community to businesses in the area. With an international airport nearby, access to Oklahoma City and its events, El Reno offers alternative lodging and eating establishments. Abundant historical museums can be found in El Reno, showcasing its connection to Native Americans, the railroad, military encampments, and prison history.

At one time, railroads contributed strongly to the city's economy. A terminal and repair facility for the Chicago, Rock Island and Pacific Railroad (CRI&P or "Rock Island") was based here, which employed a large number of people. Some 750 of the company's 970 employees in the state worked in El Reno. Due to changes taking place throughout the railroad industry, the CRI&P went bankrupt in 1979. It abandoned the depot and rail yards in 1980, and it is currently vacant.

The Federal Correctional Institution-El Reno is a medium-security United States federal prison for male inmates in Oklahoma. It is operated by the Federal Bureau of Prisons (BOP), a division of the United States Department of Justice. The facility has an adjacent satellite camp for minimum-security male offenders. As medium-security prison, it has become the fifth-largest federal prison in the U.S. The prison is still one of the largest employers in El Reno.

## DEMOGRAPHICS

Total Population of El Reno, Oklahoma (2020)	16,989
Households	6,484
Median Earnings per household	\$31,200



"Rock Island" Vintage caboose on display, downtown El Reno



Streetlight banner in Downtown El Reno.

## EL RENO OVERVIEW

El Reno has I-40 running through the southern edge of the city. This federally funded project has actually led to a quality of life element in El Reno that came at very little cost. Lake El Reno was dug by the State Highway Dept. With the dirt used to develop the overpasses along the I-40 construction in that region. Master planning this municipal asset for future development will help to bring in tourism, provide a better quality of life to citizens, and add to the recreational component for the region. Early on the city leaders saw this opportunity and created what is currently built around the lake. This comprehensive look at the elements will pay dividends for decades to come.

Overall there are RV park development projects taking place all across the country and development is on the rise. More people have chosen to purchase RV's in the last four years than ever before. Whether it is for weekend travel, temporary housing, or affordability, projects like Lake El Reno RV Park can offer options to these newest RV owners and for the seasoned owners who have fewer RV sites to choose from because of the influx of new rigs on the road. People choose to live in RV's for many reasons but usually it boils down to a couple of reasons for most people. People may want affordable housing near their job or they may have taken a temporary assignment for a job. The location, security, and attractiveness of an RV park, such as Lake El Reno RV Park are major factors in the decisions of RVers.

Separating spaces used for RV's and tents is a practice that guest reviews have shown to be the preference of RVers. These two types of campers have different needs, expectations, equipment, and most times different hours of activity. RV's guests support a higher average daily expenditure compared to tenters. Tenters tend to bring what they need and are on a limited budget. Daily short-term rental sites will bring in higher revenue than tenters or long-term sites, which are generally priced monthly at 10-14 times the daily rate.

Lake El Reno RV Park enjoys some seclusion, with Lake El Reno at its front door. It does have some shade and a tree planting program should be considered in a long range plan. The plan for this park should lend itself to a first class destination in itself, being on a lake with recreational activities to enjoy such as fishing, swimming, boating, and birding. Other nearby activities includes a golf course, trails, ballfields, a rodeo arena, eateries, museums, and special events and festivals. This is a park that the community and businesses should want to support, as it is good for tourism and revenue for the area.

There are several RV parks within the market area of Lake El Reno RV Park (attached is a Market Analysis for reference), with the closest being less than 4 miles away. In fact, the Oklahoma State Parks Department divides the state into six regions. The Central 'Frontier' Region, where El Reno is listed, has only one state park and it is 57 miles from Lake El Reno RV Park. With the lack of strong competition, the park access and location, this project lends itself to becoming very successful as an RV park with recommended improvements and a robust marketing campaign.



# SWOT ANALYSIS

A SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project or business venture. The analysis is based on the reviewers' experience, industry standards, observations, research, and interviews. Any references to management styles, operations or facilities are to be taken as is. The items are not prioritized or rated.

## STRENGTHS

- El Reno is located on the Historic Route 66 Highway, with a following of travelers driving it annually
- Historic Route 66 marketed throughout El Reno
- Located on Lake El Reno shoreline owned by the city
- Established customer clientele from events and the local market area
- Special events on and around the lake create a market for RV camping, IE Burger Day, A Small Town Weekend, Smoke on the Water Drag Boat Races, Canadian County Fair, National Cavalry Competition and more
- The population diversity of the area helps to maintain El Reno's historic heritage
- Proximity to El Reno restaurants, shopping, golf, hospitals, and vehicle service facilities and Oklahoma City are assets for marketing the park
- Existing roads, infrastructure, and signage help to identify location and direction to the park
- Existing utilities on site will allow for additional sites, restrooms, and amenities
- Access to Lake El Reno RV Park is easy off of I-40



RV Campgrounds during Smoke on the Water

## WEAKNESSES

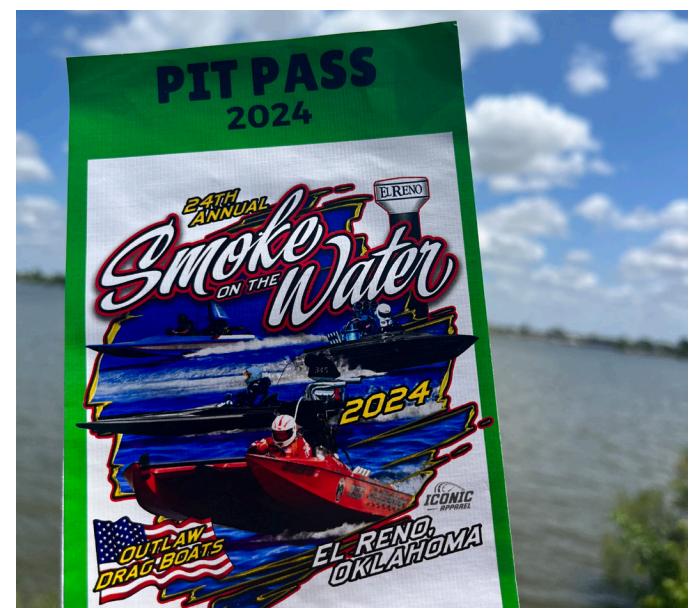
- The park has been added onto over the years and it shows with variations in sizes of sites, location of utilities, and location of sites
- Lack of an online reservation system reduces the market share of guests registering at the park
- The actual park boundaries are not defined from the areas open to the public, resulting in a less than secure setting for out of town guests
- Lack of way finding signs should be integrated into the city's signage format
- Management and Operations along with financial accounting should be separate for the RV park as its' own enterprise zone to better account for revenues and expenditures
- Some of the park rules are outdated and actually hinder potential revenues, i.e. length of stay, clubhouse use, lack of holiday rates, overall a lack professional appearance for signage, site layout, and building architecture
- Inconsistent signage formatting
- The layout of the current park is not compatible with the current NFPA 1194 Standards for RV Parks & Campgrounds Construction practices, removal or renovation of several of the sites will increase revenues
- Limited staff can affect efficiency, morale, and burnout
- A true mission statement is needed to guide and direct the future of the park development
- The city is out of its own compliance citing Art. 243.18 B(2); C(1,5); D(1); J.

## OPPORTUNITIES

- An online booking system will greatly increase reservations for the traveling public
- A stand-alone website, rack card, marketing campaign aside from the city of El Reno offers a wider variety of marketing options with SEO's, keyword searches, sponsorships, videos, social media, newsletters, press releases, and more
- Addition of sewer to the East side RV sites will result in increased revenue and options for guests
- Marketing this park to a state, regional, and national clientele will greatly increase occupancy, using the Chamber of Commerce, Good Sam, and OHI.org membership will expose the park and what it has to offer to a much broader market share
- Building quality amenities and programming activities create memories for families and also help to develop the park into a destination RV park for vacationers and families in transition into the area
- Water toys (Wibits) and concessions on the lake will be a major draw to the lake and the RV park
- Adding up to 60 additional RV sites that meet current construction standards in the location of the abandoned 'man-camp' area with utilities will increase visitation and revenue
- Refurbishing the existing RV park once the new 60 sites are completed could bring the total number of RV sites to over 100 and also fund repayment into Government Obligation Bonds (GO bonds)
- Abandoned man-camp area potential 60 RV sites
- Offering discounts to El Reno residents, active military, seniors, first responders and other select groups will show a willing to 'give back' and the city's appreciation for their services
- Current park rates fall substantially below the area market comparison as well as national averages, an increase along with improvement would be justified

## THREATS

- Overcoming a 'municipal' campground stigma is difficult and must be addressed with an 'all in' marketing campaign
- National and international events could adversely affect the RV park construction and consumer confidence in traveling, including the pandemic, fuel prices, and economics
- Managers not taking action to make improvements and enforce rules in the park, will diminish the quality of the park and hinder revenue growth
- Competitive development could infringe upon any market share already developed for this park
- With residential neighborhoods developing nearby the park, opposition to its improvements could be stymied by citizens outcry
- Lake El Reno is a rainfall lake and extended droughts could cause the lake level to drop and not be attractive to campers
- Absence of improvements/upgrades caters to a class of clientele that is not in line with the city's desired customer base



Smoke on the Water brings hundreds of visitors to Lake El Reno and the campground each year.



# MARKET ANALYSIS

## RV PARK MARKET

RV park development projects are booming nationwide, with a significant rise in the number of people purchasing RVs over the past four years. Whether for weekend travel, temporary housing, or affordability, projects like Lake El Reno RV Park provide valuable options for new RV owners and seasoned travelers alike, who face a shortage of available sites due to the influx of new rigs on the road. People choose RV living for various reasons, often seeking affordable housing near their jobs or temporary accommodations for work assignments. The location, security, and appeal of RV parks like Lake El Reno RV Park play crucial roles in the decisions of RV users.

There are an increasing number of market demand indicators supporting the need for expansion and improvement of the nation's inventory of campgrounds and specifically RV campsites according to data and analysis reported by multiple research sources. Data collected from the 2021 North American Camping Report sponsored by KOA, RV Industry Association Market Surveys, and IPSOS 2021 Go RVing.

Owner Demographic Profile sources provide insight to supply and demand indicators supporting additional campground development needs in the United States. The data clearly indicates that both the public and private campground sectors within the "Outdoor Hospitality" industry, need to continue to grow/expand and redevelop their supply of facilities to keep pace with consumer demand.

There are several RV parks within the market area of Lake El Reno RV Park (attached is a Market Analysis for reference), with the closest being less than 4 miles away. The Oklahoma State Parks Department divides the state into six regions. The Central 'Frontier' Region, where El Reno is listed, has only one state park and it is 57 miles from Lake El Reno RV Park. With the lack of strong competition, the park access and location, this project lends itself to becoming very successful as an RV park with recommended improvements and a robust marketing campaign.

## TARGET MARKETS

Lake El Reno RV Park's location along I-40 brings in over 40,000 daily vehicles. The Park can leverage a highway billboard featuring an engaging activity photo, website, and phone number to attract travelers. The park's serene rural setting, modern amenities, and proximity to Oklahoma City make it an ideal destination. It is important to identify the type of clientele you seek and build accordingly, whether that be families, retirees, and transient workers (nurses, insurance adjusters, construction, etc.). The park can set itself apart from nearby competitors by offering superior amenities such as a pool (or access to the city's municipal pool), walking paths, exercise rooms, a dog park, and well-maintained grounds. A comprehensive marketing strategy, including partnerships with local businesses and a vibrant website, will maximize exposure and attract high-quality clientele. Networking and distributing brochures in high-traffic local venues will further raise awareness and draw visitors.

By increasing the touch points of the marketing program in Oklahoma City region, it will bring in more visitors, families, retirees, and people relocating, providing for many long term guests. With over 5 million people living within a 50 mile radius of the El Reno area representing over 750,000 potential campers, it is critical that any regional marketing plans expand its contact area well outside the Canadian County area. Statistically, the majority of campers will travel about an hour (60 miles) to their favorite campground.

Competition within the market area was studied for rates, amenities, distance from other RV parks, along with the number of sites and more. Based on the information obtained, overnight rates for a FHU site, separate from taxes, for Lake El Reno RV Park should be \$35-\$70/night and \$490/\$700/month plus electric. Rate increases should be made each year at 3-5% or the national inflation rate.

# MARKETING RESOURCES

It is recommended that along with a guest review program, that a monthly electronic newsletter and all forms of social media (Facebook, X, Instagram, influencers, etc.) be initiated. These programs maintain connection with guests, give park updates, enticing guests to stay in tune with the park, and announce special discounts, programs, events, or improvements at the park. Further marketing resources can be found below.

## PLACES TO ADVERTISE

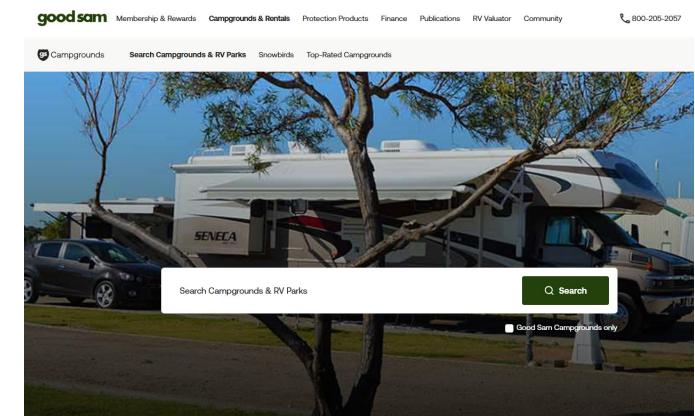
- El Reno Area Chamber of Commerce: 512-393-5900
- Greater El Reno Partnership: [greaterelreno.com](http://greaterelreno.com)
- Oklahoma State University Admission/Registration: <https://go.okstate.edu/admissions/>
- El Reno Convention & Visitors Bureau: 512-393-5930
- Texas Association of Campground Owners (TACO): 817.426.9398
- The National Association of RV Parks & Campgrounds: [ohi.org](http://ohi.org)
- Traveler Information Centers: <https://www.travelOK.com/search/tourism-information-centers>



El Reno partnership/destinations

## ONLINE TRAVEL AGENCY SITES FOR RV PARKS

- Good Sam: <https://www.goodsam.com/campgrounds-rv-parks/Oklahoma/Oklahoma-city/>
- Go RVing: <https://www.gorving.com/get-started/find-a-campground>
- RV Life: <https://campgrounds.rvlife.com/regions/Oklahoma>
- Outdoorsy: <https://www.outdoorsy.com/>
- Go Camping America: <https://gocampingamerica.com>



Online booking site (Good Sam)



# PRO FORMA

The following conservative pro forma spreadsheets are based on assumptions for this project. Assumptions of the number of sites, type of sites, and rate fees and occupancy percentage dictate the bottom line of these pro forma's. Any alteration to any of these criteria will result in a new bottom line. Rate and occupancy were the only criteria modified on Season Two and Season Three with a strong rate increase each year of around +4% to catch up on bringing rates more in line with industry levels. Marketing, staff responsiveness, amenities development, and overall customer experience will dictate how quickly and to what degree the financial growth of the project will be.

It is important to plan financially with a philosophy that rates should be raised yearly to provide for growth, maintenance, capital expansion funding, and operations. It is a fact that rates not increased in a timely manner will have revenues forever lost. It is imperative to regularly raise rates at least by the Consumer Price Index (CPI) yearly. If rates are not raised, the Owners will absorb the increase in utilities, labor, and supplies. It is not unrealistic to expect at least a 10% increase in revenue from one year to the next in total gross revenues with regular park improvements and rate increases. With increased revenues, keeping the park's infrastructure up to date, major capital replacements, improved staffing, and an increased park value will be realized. Rate increases also act as a management

tool to control visitation impacts, special events and target markets. Consideration should be made by the City to consider these initial revenue-generating improvements: an enhanced robust marketing campaign for the RV park, electrical metering for long-term sites, and facilities.

Government issued General Obligation (GO) Bonds to finance the expansion into the "Man camp" area and for upgrades to the existing RV parks have proven to be capable of reimbursing the payments of the bonds. In issuing these types of GO Bonds, additional money can be programmed for payment for the first two years while the new park is being built and the marketing campaign will begin to show signs of increased occupancy and revenues.

The average cost to operate a campground ranges between 40 - 60% (inclusive of staffing, O&M) of the annual gross revenues, with the understanding that there are certain hard costs which must be met regardless of occupancy or revenues generated. These hard costs will include staff, electrical (long-term site electrical costs are pass-through costs plus a small administrative fee, if metered), water, Wi-Fi, sewer, mowing, cleaning, reoccurring marketing expenses, etc. The cost to operate does not include any costs associated with repayment of the GO Bonds payments for this project, with net revenue paying those costs along with capital outlay expenses to continually improve the park.

## No Changes to Sites or Rates (2025)

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	21	35%	2683	\$25.00	\$67,068.75	Accounting/legal	\$1,062.71
Back-in FHU	6	30%	657	\$25.00	\$16,425.00	Advertising	\$2,833.89
Back-in 30amp/water	6	20%	438	\$20.00	\$8,760.00	Vehicles	\$2,125.42
Pull-thru 30amp/water	13	25%	1186	\$20.00	\$23,725.00	Insurance	\$5,195.47
Back-in 30amp only	1	15%	55	\$20.00	\$1,095.00	Office Expense	\$1,771.18
Tent camping	10	5%	183	\$10.00	\$1,825.00	Payroll	\$20,000.00
<b>Totals</b>	<b>57</b>	<b>25%</b>	<b>5201</b>		<b>\$115,978.75</b>	Repair/Maintenance	\$9,446.30
						Supplies	\$4,250.84
Other income: Laundry				\$2,100.00	Utilities	\$22,789.20	
Gross Revenue				\$118,078.75	Other: bank, CC, travel, dues, etc.	\$8,737.83	
Operating Expense				-\$78,212.82	<b>Total Operating Expenses</b>	<b>\$78,212.82</b>	
<b>Net Income</b>				<b>33.76%</b>	<b>\$39,865.93</b>		

## Assumptions and Recommendations for a Potential 150% Net Increase YOY (2026)

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	21	40%	3066	\$35.00	\$107,310.00	Accounting/legal	\$1,457.14
Back-in FHU	6	30%	657	\$30.00	\$19,710.00	Advertising	\$3,460.70
Back-in 30amp/water	6	25%	548	\$25.00	\$13,687.50	Vehicles	\$2,549.99
Pull-thru 30amp/water	13	30%	1424	\$27.00	\$38,434.50	Insurance	\$8,014.25
Back-in 30amp only	1	20%	73	\$22.00	\$1,606.00	Office Expense	\$2,367.85
Tent camping	10	12%	438	\$12.00	\$5,256.00	Payroll	\$5,464.26
<b>Totals</b>	<b>57</b>	<b>30%</b>	<b>6205</b>		<b>\$179,142.00</b>	Repair/Maintenance	\$12,567.80
						Supplies	\$4,371.41
Other income: Laundry					\$3,000.00	Utilities	\$27,685.58
Gross Revenue					\$182,142.00	Other: bank, CC, travel, dues, etc.	\$14,024.93
Operating Expense					-\$81,963.90	<b>Total Operating Expenses</b>	<b>\$81,963.90</b>
<b>Net Income</b>				<b>55.00%</b>	<b>\$100,178.10</b>		

## Assumptions and Recommendations for a Potential 150% Net Increase YOY (2027)

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	21	50%	3833	40.00	\$153,300.00	Accounting/legal	\$2,157.03
Back-in FHU	6	45%	986	35.00	\$34,492.50	Advertising	\$5,122.95
Back-in 30amp/water	6	30%	657	30.00	\$19,710.00	Vehicles	\$3,774.80
Pull-thru 30amp/water	13	35%	1661	35.00	\$58,126.25	Insurance	\$11,863.67
Back-in 30amp only	1	25%	91	25.00	\$2,281.25	Office Expense	\$3,505.17
Tent camping	10	20%	730	15.00	\$10,950.00	Payroll	\$8,088.86
<b>Totals</b>	<b>57</b>	<b>38%</b>	<b>7957</b>		<b>\$265,628.75</b>	Repair/Maintenance	\$18,604.38
						Supplies	\$6,471.09
Other income: Laundry					\$4,000.00	Utilities	\$40,983.57
Gross Revenue					\$269,628.75	Other: bank, CC, travel, dues, etc.	\$20,761.41
Operating Expense					-\$121,332.94	<b>Total Operating Expenses</b>	<b>\$121,332.94</b>
<b>Net Income</b>				<b>55.00%</b>	<b>\$148,295.81</b>		

Season One of New Lake El Reno RV Park West

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	40	50%	7,300	\$65.00	\$474,500.00	Accounting/legal	\$2,890.25
Back-in FHU	10	45%	1,643	\$60.00	\$98,550.00	Advertising	\$9,826.85
Cabins	10	30%	1,095	\$130.00	\$142,350.00	Vehicles	\$2,890.25
<b>Totals</b>	<b>60</b>	<b>41%</b>	<b>8,943</b>		<b>\$573,050.00</b>	Insurance	\$21,387.85
						Office Expense	\$4,046.35
Other income: Laundry					\$5,000.00	Payroll	\$67,053.80
Gross Revenue					\$578,050.00	Repair/Maintenance	\$55,492.80
Operating Expense					-\$284,978.65	Supplies	\$6,936.60
<b>Net Income</b>				<b>50.70%</b>	<b>\$293,071.35</b>	Utilities	\$65,897.70
						Other: bank, CC, travel, dues, etc.	\$48,556.20
						<b>Total Operating Expenses</b>	<b>\$284,978.65</b>

Season Three of New Lake El Reno RV Park West

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	40	65%	9,490	\$71.00	\$673,790.00	Accounting/legal	\$5,293.30
Back-in FHU	10	55%	2,008	\$66.00	\$132,495.00	Advertising	\$17,997.22
Cabins	10	45%	1,643	\$150.00	\$246,375.00	Vehicles	\$5,293.30
<b>Totals</b>	<b>60</b>	<b>60%</b>	<b>13,140</b>		<b>\$1,052,660.00</b>	Insurance	\$39,170.42
						Office Expense	\$7,410.62
Other income: Laundry					\$6,000.00	Payroll	\$122,804.56
Gross Revenue					\$1,058,660.00	Repair/Maintenance	\$101,631.36
Operating Expense					-\$521,919.38	Supplies	\$12,703.92
<b>Net Income</b>				<b>50.70%</b>	<b>\$536,740.62</b>	Utilities	\$120,687.24
						Other: bank, CC, travel, dues, etc.	\$88,927.44
						<b>Total Operating Expenses</b>	<b>\$521,919.38</b>

Season Two of New Lake El Reno RV Park West

Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	40	60%	8760	\$68.00	\$595,680.00	Accounting/legal	\$3,580.78
Back-in FHU	10	50%	1825	\$63.00	\$114,975.00	Advertising	\$12,174.64
Cabins	10	35%	1278	\$140.00	\$178,850.00	Vehicles	\$3,580.78
<b>Totals</b>	<b>60</b>	<b>48%</b>	<b>10585</b>		<b>\$710,655.00</b>	Insurance	\$26,497.74
						Office Expense	\$5,013.09
Other income: Laundry					\$5,500.00	Payroll	\$83,073.98
Gross Revenue					\$716,155.00	Repair/Maintenance	\$68,750.88
Operating Expense					-\$2353,064.42	Supplies	\$8,593.86
<b>Net Income</b>				<b>50.70%</b>	<b>\$363,090.59</b>	Utilities	\$81,641.67
						Other: bank, CC, travel, dues, etc.	\$60,157.02
						<b>Total Operating Expenses</b>	<b>\$353,064.42</b>

Combination of all RV/Cabin spaces

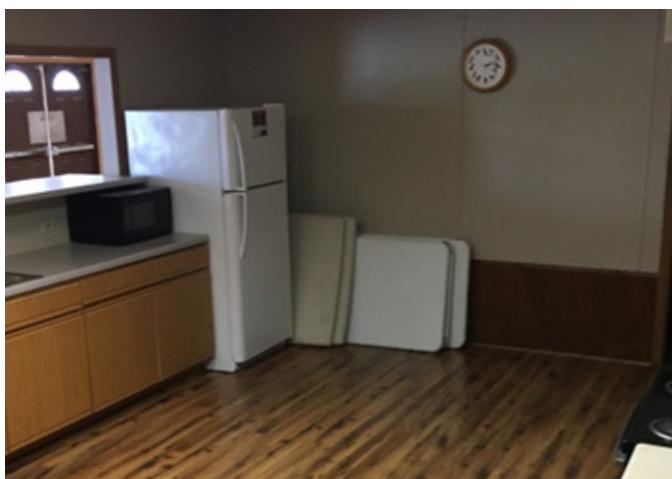
Income						Expense	
Description	Total Sites	Assumed % Occupancy	Total Annual Site Nights	Assumed Rates	Annual Revenue	Description	Yearly Expense
Pull-thru FHU	74	50%	13,505	\$75.00	\$1,012,875.00	Accounting/legal	\$5,126.16
Back-in FHU	23	45%	3,778	\$69.00	\$260,664.75	Advertising	\$42,290.81
Cabins	10	45%	1,643	\$160.00	\$262,800.00	Vehicles	\$2,563.08
Tent camping	10	20%	730	\$25.00	\$18,250.00	Insurance	\$30,756.95
<b>Totals</b>	<b>117</b>	<b>46%</b>	<b>19,655</b>		<b>\$1,273,539.75</b>	Office Expense	\$15,378.48
						Payroll	\$242,211.01
Other income: Laundry					\$8,000.00	Repair/Maintenance	\$78,173.92
Gross Revenue					\$1,281,539.75	Supplies	\$14,096.94
Operating Expense					-\$656,148.35	Utilities	\$115,338.58
<b>Net Income</b>				<b>48.80%</b>	<b>\$625,391.40</b>	Other: bank, CC, travel, dues, etc.	\$110,212.42
						<b>Total Operating Expenses</b>	<b>\$656,148.35</b>

# GOALS

## FINANCIAL GOALS

Revenue generation at the park will increase as sites are marketed, the robust marketing program kicks in, and as word-of-mouth sends new customers to the park. Rates should be adjusted each year, during the lowest occupancy time of year, with a cost of living index percentage added to the rates generally ranging between 3% - 5% annually, and higher, if inflation dictates. Realistically the gross annual revenues should target a range of \$7,000 to \$8,000 per RV site per year, \$16,000 to \$18,000 per cabin per year, \$5,000 - \$6,000 per tipi/yurt, and \$7,000 - \$9,000 per glamping site. These estimates are based on first hand campground management experience, industry standards, interviews with campground owners/operators, and expert counsel. They are by no means exact and will vary based on the budget limitations, location, operational methods, marketing program, rates set and when improvements are completed. Currently Lake El Reno RV Park is averaging far below the statistical average at \$2,370/site/year. Initiation of a more robust marketing plan, rate increases, and overall improvements to the layout of the park will result in indirect gains in the gross revenue at the park.

Using standard operation practices and a park specific operation manual, park staff will be able to create a campground that is based on creating a memorable experience. In an effort to reduce costs and be more consistent with maintenance, consideration should be made to outsource some of the more menial and repetitive tasks, i.e. bathroom/cabin cleaning, mowing, landscaping, painting, etc. This may also be accomplished by soliciting long-term campers to do the tasks or to recruit "workcampers" to stay at the park during peak times and assist staff in maintaining the park. Local resources will dictate what can be outsourced.



Event space at the RV campground

## OPERATIONAL GOALS

Today's RV users are more connected to home than ever before. They desire the convenience of set up, Wi-Fi, creature comforts of a camp store, nearby activities to enjoy, options for all members of the family, attention to detail, and responsive staff. Long-term campers enjoy such things as a meeting/gathering room, propane service, climate-controlled laundry and shower facilities, level RV pad sites, a dog park, an overall secure facility, and other elements that will contribute to an enjoyable park experience.

Diversifying the market of an RV Park can also be accomplished through the addition of park-model cabins. These cabins are 400 sq. ft. or smaller and are on wheels approximately 2.5' off the ground. They come fully furnished with any type of appointment desired. Dishwashers, washers/dryers, refrigerators, microwaves, lofts, efficiencies, and one or two bedrooms are available through several manufacturers around the country.



Example of "Yurt" cabin and pay to park signage.

# RECOMMENDATIONS

El Reno, and the surrounding area, can attract transient, long-term, work-oriented or retired guests as well as vacationers. Per capita, El Reno and the surrounding area have a few quality RV parks. El Reno and the surrounding rural areas need affordable housing, and with the recommendations made throughout this report, a new and refurbished RV park can be very rewarding for the city and help to alleviate affordable housing problems for the surrounding region. Along with previously cited recommendations, the city should consider these other elements during the planning process:

- Install area-wide Wi-Fi
- Define the park boundaries with fencing for security
- Consider a maximum stay for the summer(42 days (3-two week stays))/winter(6 months)
- Develop holiday/weekend rates
- Consider 10% of all sites to be alternative forms of lodging like glamping (10 units)
- Develop the abandoned Lawnmower Track into an equestrian RV park for rodeo arena
- Consider Park Model RVs in the area overlooking the lake
- Establish an Online reservation system
- Research contractually service tasks, i.e., bathroom cleaning, mowing, cabin cleaning, tree trimming, litter collection, management, etc.
- Develop a stand-alone Lake Parks Division for Revenue and Expense accountability
- Develop a stand-alone website to complement this enterprise division
- Consider identifying/creating another 'civic' room for gatherings aside from the clubhouse at the RV park

A fully developed master plan of the new area and improvements to the existing RV park will allow option for the development to be built in phases and provide for orderly controlled growth as occupancy and revenues increase. Partnerships with Chamber of Commerce's and all the regional economic development agencies can provide value to share with others about what kind of park is being built and how it can fit into the traveling and short-term stays of visitors and families. Once business model practices have engaged and occupancy reaches 70-80%, then expansion and addition of larger destination elements to the park should be considered.

In closing, Lake El Reno RV Park has the highest and the greatest potential in building a quality style RV park for a niche segment of the RV world. Customers seek out parks that are new, affordable, safe, and have many offerings as those associated with Lake El Reno and the city of El Reno itself.

If care is taken in managing the park to meet the following criteria, success will have its rewards.

- It is well marketed.
- Has strong management and rules in place
- Wi-Fi is fast and reliable.
- Has many amenities/activities
- The park has well maintained facilities
- The park is secure for them, their families, and possessions.

A strong revenue generating park is possible with time. The parks' highest and best use holds the greatest potential in becoming a transient and long-term stay park for a much broader segment of the RV world. Families, outdoor recreationists, traveling workers, home schoolers, relocations, and travelers would love to stay at this park if; they knew about it, there are compliant and defined sites, it had well maintained facilities, and was secure for them, their families, and belongings. With this vision and support from the community, Lake El Reno RV Park will be a beacon of light along the I-40 and the Route 66 corridor.



Marketing Research Table : El Reno, OK 73036  
(search near RV parks, RV resorts, RV campgrounds w/in 100-mile radius of Lake El Reno)

PARK NAME	MILES FROM PROJECT SITE	GOOGLE RATING/#	# OF SITES	OWNERSHIP	STATE / ARVC MEMBER	PARK TYPE: DESTINATION – FAMILY – LONG-TERM	RV SITE TYPE / RATE		LODGING TYPE / RATE	TENT RATE	AMENITIES	NOTES	LAKE?
Lake El Reno/RV Park East & West	1.7	4.4/287	52	Government	N/A	N/A	FHU (31) / \$20-\$25		N/A	N/A	Restrooms with showers, clubhouse for rent. Golf course, picnic shelters, boat dock, two boat ramps, RC airplane field, walking trail, large pavilion, recreational space for volleyball, horseshoes, etc.	14 days max, no reservations, cash or check only with proper ID	Yes
Wittrock Lake Retreat and RV Park	19.8	4.6/39	38	N/A	N/A	N/A	FHU / Daily: \$30-\$40. Wkly: \$130-\$155. Monthly: \$475-\$500		(4) Cabins. Daily: \$109-\$196. Wkly: \$568-\$1,025. Monthly: \$1,800-\$2,400 (or longer)	N/A	Free Wi-Fi, pet friendly, gravel-paved roads and pads, use of all amenities, trash pickup. Swim, jet-ski, fish from your boat or cast your line from the banks. Boat ramp, community picnic tables. Pavilion: available for weddings or parties; live music/free food one Saturday per month. Walking/jogging trails, two fenced pet parks, two storm shelters, regular law enforcement drive-thrus, on site management. 100 amp available upon request	Close to restaurants, shopping, golf, scenery, museums, theaters, skate park, outdoor activities, indoor adult/kid swimming pool with water aerobics, lap pool, high dive. Retreat homes: 2-night minimum, no pets. Includes water, sewer, trash pick-up, electricity & WiFi, housekeeping for long-term guests, landscaping. Lake wraps around three sides of the park. Bass, crappie, and catfish are biting. Free-roaming horses, coming soon: fire rings, tent camping, bathhouse with restrooms, cabins, park store	Yes
Rockwell RV Park & Campground	22.3	3.9/682	170	N/A	N/A	N/A	FHU / Daily: \$53.00. Weekly: \$335		N/A	N/A	25' to 35' wide/ 70' long sites; shaded, most are pull thru. 2 laundromats and bathhouses w/ private showers, indoor heated pool and spa. Free coffee, muffins, newspaper. Playground, dog park, free internet & cable, workout machines, game & meeting room, propane exchange, large storm cellar	Discounts available for Goodsam, AAA, other. Clean restrooms. Reservations recommended. Restaurants and shops within a mile. Ticket sales for nearby events/attractions. Events held 1st Sat of the month. Fresh bison meat sold. Online guest guide & rules	No
Liberty Lake Campground	50.2	4.2/12	N/A	Government	N/A	N/A	Primitive / \$14 (gennies allowed)		N/A	\$14	Fishing, boating (\$7/permit), public boat ramps, swimming, hiking, horseback riding, camping, mountain biking, cookouts. Designated equestrian camp sites; coggins required (horses not allowed on beaches). Up to six (6) at site	Drop \$3 per person day fee in honor box at boat ramp. Near Guthrie Lake. Strict rules. Max camping period: (7) consecutive days. Max vehicles, including RV: (3). Park only in designated areas. Quiet hours: 10p to 6a. Camping equipment subject to approval. Electrical outlets limited to (1) RV at a time. At least one camper must be 18+; kids under 16 require adult supervision. Fish limits enforced by federal and state regs	Yes
Old 66 RV Park	3.6	4.0/75	N/A	N/A	N/A	N/A	None given		N/A	N/A	Dog-friendly w/ proof of vaccination, nearby tornado shelters, designated mail area. 24/7 restrooms, showers, laundry room. Free Wi-Fi. Dumpster	Short drive from OKC. Canceled more than 14 days < arrival: \$25. Less than 14 days: one night's stay. Monthly: \$50 / one night's stay. Per site: 1 RV, 2 vehicles; additional fees for trailers, boats, ATVs, dirt bikes, motorcycles, golf carts: Not allowed to be driven in camp area	Yes

PARK NAME	MILES FROM PROJECT SITE	GOOGLE RATING/#	# OF SITES	OWNERSHIP	STATE / ARVC MEMBER	PARK TYPE: DESTINATION - FAMILY - LONG-TERM	RV SITE TYPE / RATE		LODGING TYPE / RATE	TENT RATE	AMENITIES	NOTES	LAKE?
Arcadia Lake Campground (includes Central State Park, Edmond Park, Scissortail Campground)	52.3	4.4/101	About 50	Government	N/A	N/A	FHU / \$35. Elec / \$25-30. Primitive / \$20-\$25		N/A	N/A	Firepit, grill, picnic area w/ tables, shower, courtesy dock boat ramp, swim beach, two playgrounds, 3 pavilions, hiking trails, fishing, softball field	14-day max. Discounts for Senior and Access Card. Minimums: 2 nights on weekend; 3 on holiday w/e. Rental includes two vehicle passes. Add'l fees for watercraft. Two tents allowed at sites. Check-in: 3p; out: 1p. \$10 cancel fee 14+ days before check-in; after 14, no refund. Reference weather policy	Yes
Piedmont RV Park	26.2	4.5/16	14	N/A	N/A	N/A	FHU / \$30. \$450mo		N/A	N/A	Laundromat	Country sunsets, pet-friendly, wildlife. Oilfield & pipeline workers welcome	No
The Campground Collective (family Mustang Run RV Park)	18.1	4.1/382	55	Private	N/A	N/A	FHU/Daily: \$45-\$70. Week: \$330-\$420. Month: \$825-\$1,050		N/A	N/A	ADA, free Wi-Fi, cable TV hook up, dog park, RV rallies, tornado/storm shelters, pool. Concrete pads, pull thru & back-ins. Playground, large clubhouse with: open mtg space, shaded patio, large shower/bathroom facility, laundry, free coffee, pool & game tables. 10% discount for educators, military, and first responders	Close to downtown OKC & State Fair, National Cowboy Hall of Fame, OKC National Memorial, Thunder basketball, Bricktown, baseball, canal water taxis, Bass Pro Shops. Additional \$5 for each person over 2. Rates subject to change. Check in/out: 3p/11a. 6 adults and one car with RV. Two dog runs; leashed pets allowed with size & breed restrictions. Max pad length 90'. Big rig friendly. RV rentals coming soon	N/A
Territory Route 66 RV Park & Campgrounds	23.7	4.9/189	9	N/A	N/A	N/A	FHU/\$40		N/A	\$18.00	Laundromat, restrooms, showers	Pet-friendly. Up to 70'. RV rentals & delivery. Safe parking \$18: access to Wi-Fi, in-ofc bathrooms/showers, outside or indoor electrical outlets for charging devices	No
Roadrunner RV Park	34.9	4.3/547	132	N/A	N/A	N/A	FHU/\$49. \$640-mo		N/A	N/A	Laundry, restrooms/showers, overflow parking, dumpster, storm shelter, power post, concrete pads. 6k sq ft event ctr/rec hall w/ full kitchen, paved roads, 4 storm shelters, free Wi-Fi, snack bar	Close to downtown OKC & medical center, easy on/off I-35. Good Sam discount. Open all year. Entertainment, RV supplies and wash station	No
Pecan Grove RV Resort	40.4	4.4/209	110	Private	N/A	Family-Snowbirds	FHU/Daily \$40-\$45. Week \$165-\$185. Mo \$475-\$525		House: \$95. Weekly/monthly: \$375 /\$1500 (utilities included). Adults only; no smoking or pets	N/A	101 back-in (39x70), 9 pull thru (39x92). Free Wi-Fi, double sewers. Lodge, two bath houses, laundry, ice machine, two storm shelters, bark park, playground	Rates based on 4 people; max guests 6 (2 must be <14yo). \$5 add/per. Good Sam park. 2 vehicles/site. Check-in/out: 3p/Noon. Propane	No
A-AAA Adult RV Park	46.6	4.0/107	98	N/A	N/A	Adults only	FHU/Daily-weekly-monthly: \$50-\$145-\$425		N/A	N/A	Pet-friendly, storage bldgs for long-term visitors (\$45), gated, storm shelter, site-wide security lights and video (selected areas), internet, ADA compliant, laundry facility. Significant discount for seniors	Quiet and safe, country setting, family-owned, 18 acres of trees and grass yards near two creeks in SW OKC metro. Level wide lots, exceptional drinking water, no tents. 1 RV, 2 vehicles, 2 guests, 2 pets. Passport America: day \$25.00 (min 2 nts). Check in/out: noon	Yes

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El Reno West KOA Journey	15	4.3/458	76	Franchise	N/A	N/A	FHU/\$45		Lodge/\$65-\$159. Cabin (no bathroom)/\$65-\$79	\$35-\$45	Shady, satellite-friendly campsites. Bison, paved roads, swimming pool, game room, fishing pond, pedal karts, jumping pillow, BBQ/picnic tables, book exchange, Kamp K9, laundry, pavilion, playground, shopping, firewood, cable TV, bath houses, pet-friendly, hard surface patios	Walking distance to Cherokee Trading Post, buffalo burgers, pie at restaurant, cabins. Pool open: Memorial Day to Labor Day. Max pull thru 100'. 10% at check out with KOA Rewards. Tent sites: water & electric, mulch/wood chips	No
Council Road RV Park (fmy The Hitching Post)	22	4.0/218	102	N/A	N/A	LT	FHU/Day \$45; week \$230; month \$630		N/A	N/A	Picnic tables, clean restrooms, private showers, Wi-Fi, ice, food for purchase, cable TV, handicap-accessible, propane available by appointment, laundromat (8a-4p), storm shelter, dumpster. Open year-round. Walk/bike trail	20/30/50 amp, no adapters, big-rig-friendly pull thrus. Discounts for Good Sam, AAA, AARP, and military. Minutes from local attractions, good for workers. Long-term OK, affordable. Easy on/off I40, large, level sites. Up to 42'. Quiet hrs: 10a-8p. Leashed pets OK; size limits. No weapons. 2 people/cars. RV 10 years or newer	No
Midnight Campground LLC	57.3	4.8/8	N/A	N/A	N/A	N/A	FHU/Day \$40; week \$240; month \$600		N/A	N/A	High speed Wi-Fi, coinless onsite laundry. Uncovered boat, trailer & RV storage; \$70/mo	Contact them for reservations further than 30 days in advance. Book via campspot.com Continuing construction. Back-ins, 20/50 amp pedestals; adapters available. Leveling blocks required on all sites. 8-min drive to rodeo arena. High quality water. Mosquito control	No
Cedar Lake Inc	39.2	4.2/63	19	Family-Owned	N/A	Family	N/A		N/A	N/A	Pet-friendly, ten-acre lake	Must email to make reservation. Also mobile home park	Yes
Pioneer RV Park	56.6	4.2/156	N/A	N/A	N/A	Family	FHU/Day \$46; month \$515-\$600		N/A	N/A	Restrooms, event center, dumpsters. Good Sam discount. Reliable free Wi-Fi, general store, fresh food, laundry, leashed pet friendly	2 adults/site; children under 8 stay free. Good for workers. Utilities included in rate. Pull-thru sites. Clean, well-maintained grounds. Easy access to highway, Lazy E Arena	No
Twin Fountains RV Park	36.6	4.4/807	N/A	Family-Owned	N/A	Family	FHU/Day \$65; week \$403; month \$865		N/A	N/A	Leashed pet friendly, restaurant/bar/grill w/ carryout online ordering, limo service available w/ free shuttle, pool, adult hot tub, splash pad, mini golf, patios, playground, cornhole, fire pit, glassed-in pavilion, grills, tennis court, clubhouse w/ seating & TVs, hot showers, ping-pong/pool tables, shuffleboard, foosball, book exchange, convenience store, gift shop, on-site dog groomer, concrete approaches and pads, double sewer, daily trash pickup, large bathroom, 2 laundry rooms, propane, pickle ball court, free Wi-Fi, pond, storm shelter	Reservations only via phone or in person. Wide sites & roads, big rig friendly, landscaped, indoor/outdoor rally facilities, talking parrot	Pond

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El Reno Village	3.7	3.8/158	N/A	Private	N/A	Family/LT	FHU / (6 yrs ago) \$295-\$450/mo (bills paid)		Mobile homes / \$non given (no website)	N/A	Kid-and veteran-friendly, 30/50 amp, playground, park, picnic tables, free Wi-Fi	5th wheels and bumper pulls, must have approved background check. Call office 405-262-6422 for info, reservations. Deposits required on houses. Managed via Cairn Communities. Mobile home park w/ lease options, shared water tap	No
The Woods LLC	27.4	4.8/22	N/A	Private	N/A	LT	N/A		N/A	N/A	Free laundry, BBQ pit, long-term, Wi-Fi	Call 405-320-2138 for rates. In rolling hills of Grady co. Well-maintained, secluded, peaceful, good water pressure. <a href="https://www.facebook.com/THEWOODSRVPARK">https://www.facebook.com/THEWOODSRVPARK</a>	No
Redbud RV Park	46.5	4.6/30	N/A	N/A	N/A	Family / LT	FHU/\$550/ month (from review)		N/A	N/A	Concrete pads, new bathrooms, laundry, mailboxes, large storm shelter, mail service, propane, daily trash pickup, fenced dog park	Limited online info. Near I-44 and Hwy 9, 20 min to Norman or OKC. Gated, well-kept, community-focused, trees, room to roam, sunset views	No
Union City Rv Park	12.6	4.3/51	N/A	N/A	N/A	LT	N/A		N/A	N/A	Free Wi-Fi. From review: laundry, showers	Quiet country setting, on-site management, large field for dogs	No
Fairgrounds RV Park	28.8	4.0/65	436	Government	N/A	N/A	Dry, limited, and FHU: \$10-\$60/day		N/A	N/A	Leashed dogs, ADA compliant, dumpsters, code-permitted laundry, two dump stations, restrooms / showers, free Wi-Fi back-ins, concrete pads	Three parks: South, West, North, assigned spaces. Horses only in barn area/ 30/50amp	No
Cedar Ridge RV Park	30.1	5.0/5	N/A	N/A	N/A	Family, workers	N/A		N/A	N/A	Fishing, back-ins, stone pads w/ grassy area, pet-friendly	Website / fb pg: last post Aug 2021. Good for family, traveling workers. Quiet country setting on a hill in a cow pasture with landscape views. Call / text / email for more info. Animal watching: deer, turkeys, hogs. 5 minutes from Hinton w/ grocery/hardware store, restaurants. Sticker burrs	Yes
Country Home Estates   Long Term RV Park Oklahoma	55.1	4.5/34	50+	N/A	N/A	LT only (subject to change)	FHU / \$375-\$575		N/A	N/A	On-site management, laundry (cold water). City utilities, trash pickup, limited yard maintenance; weed-eater available for check-out. Leashed breed-restricted well-behaved dogs allowed; subject to \$100 fine if violated. 8x8 storage shed rental: \$75/mo. Walking trail to Booker T. Washington park	Call for availability. 1000 kWh monthly electrical allowance. Well-maintained, country experience. 1/4 acre private shaded sites; application needed. Walking distance to downtown Luther, Arcadia. 1 mile to Dollar General, Sonic. Dedicated to a welcoming and all-inclusive community. No tents, RVs subject to inspection. RV and 2 cars per site; no off-road vehicles. Guest stay: 7 days. Quiet time: 10p-8a. Firearms shall be kept in compliance. Mgmt reserves the right to refuse use of premises to anyone and to have any guest removed	No

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Lake Stanley Draper camp grounds and ATV trails / Lake Draper Marina	46.3	4.1/7	N/A	N/A	N/A	N/A	Primitive / \$8		N/A	\$8	Security lighting, paved trails, drinking water, porta-potties. Allowed: dirt bikes, ATVs. 1,500+ acres of riding area; 60+ miles of directional trails: 7-mile Green Trail, 3-mile Grass Track, 12-mile Red Trail, 14-mile Blue Trail and 22-mile Black Trail. Also half-mile dirt bike loop for kids. Endurocross area, motocross trial area track. Tickets available for marina. Adult/ kid; daily/annual passes: \$10/\$2; \$75/\$12. Children must be accompanied by an adult	On west side of Lake Stanley Draper; open until November. Residence limited to two weeks. No showers. Bugs (ticks), raccoons. Permits required: purchase at Lake Stanley Draper Marina or online at the Accela Citizens Access Portal under the Parks tab	Yes
Oklahoma City East KOA Holiday	46.4	4.5/744	33	Franchise	N/A	Family	FHU/\$60-\$73		Cabin/\$70-\$160	\$27; some w/ water & electric, sand or gravel pad. 7 days max	Pull thru, gravel pads, pets ok, 90', 50/30/20 amp, double drops, hard surface patio w/ furniture, fire feature, grill, Wi-Fi, scavenger hunt, barrel train, KampK9 park, 1-mile nature trail, pool, firewood, snack bar, pavilion, propane, playground, open all year, laundry, dump station, restrooms, storm shelter, dumpster, bath house, clubhouse	KOA discount, quiet, shaded country setting, 15 min from OKC, catering available. Good for family reunions, military / motorcycle RV clubs & rallies	Yes
Abe's RV Park	41.8	3.8/214	200	N/A	N/A	N/A	FHU/Day \$47, week \$290, month \$575		N/A	N/A	Pet-friendly, dumpsters, laundry, wifi, 24-hour number	Bathroom in office, 10a-5p. Good Sams, AAA, & AARP discount. Call for resv. Located right off I-35. Frontier City theme park, casual eats, old west art & history museum, shade trees	No
Post Oak — Lake Thunderbird State Park	57	4.6/118	200+	Government	N/A	N/A	FHU/\$25-\$36		Shelter/\$25	\$16	Deer archery and waterfowl hunting, two marinas, nine boat ramps, two swim beaches, restrooms/showers, hiking, mountain biking, nature trails, nature center, equestrian trails. Drive-or boat-in. Trash, grills, phone service, drinking water, pet-and big rig friendly, dump station, lake access, pull thrus, ground fires per current restrictions. ADA compliant and parking, gift shop, on-site naturalist, park ranger, picnic area/tables, playground, waterfront sites, archery, boating, canoeing/rafting/kayaking, fishing, watchable wildlife, waterskiing, canoe / paddleboat / pontoon rental, archery range, picnic shelters for groups (10), and family shelters (8)	Shady, equestrian trails cover four miles and feature 12 obstacles. Negative Coggins papers required, no on-site stables	Yes

PARK NAME	MILES FROM PROJECT SITE	GOOGLE RATING/#	# OF SITES	OWNERSHIP	STATE / ARVC MEMBER	PARK TYPE: DESTINATION - FAMILY - LONG- TERM	RV SITE TYPE / RATE		LODGING TYPE / RATE	TENT RATE	AMENITIES	NOTES	LAKE?
Big Red's RV Park	3.4	4.6/65	10	Private	N/A	Family	FHU/weekly \$160. Every 4 weeks \$475		N/A	N/A	Free wifi, picnic area, grill, fire pit, pull-through, fishing, washrooms, laundry	Scenery, wildlife, near local attractions, spacious and well-maintained	No
Minco RV Park	18.6	5.0/1	2	N/A	N/A	N/A	FHU/nightly \$20; weekly \$125; monthly \$450		N/A	N/A	N/A	Oil field friendly. Email or call for reservations / availability: mincorvpark@gmail.com. 405-361-0637. Quiet, 9 min from Union City, 15 min from El Reno, 13 min from Tuttle, 26 min from Chickasha	No
Holliday Outt RV Park 55 Plus	22.5	3.5/48	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Oklahoma District UPCI Campground	26.6	4.9/53	N/A	N/A	Church camp	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Salyer Lake Campground	28.9	4.7/27	N/A	N/A	Church camp	N/A	N/A		N/A	N/A	N/A	Review: the lake is fine if you don't mind leeches	Yes
Eastland Hills RV Park	45.5	3.9/56	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Oklahoma Lake	48.8	4.7/210	27	Private	N/A	N/A	N/A		N/A	N/A	Picnic table, fire ring	Book thru Campspot.com. 10 pull thrus, 17 back ins, many waterfront	Yes
Love's RV Hookup	62.2	4.3/38	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	Love's truck stop	N/A
Canadian Campground	64.1	4.5/175	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	Yes
Fire Lake Campground (in Raymond Peltier Park)	68.2	4.5/46	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Shawnee RV Park	68.6	4.1/90	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	No
Country Hollow RV Park & Campground	69	4.0.104	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Purcell Lake RV Park	72.6	4.4/29	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Bell Cow Lake Campground Area B	75.1	4.3/99	N/A	N/A	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
Brixey Lake RV Park	85.2	4.5/22	24	N/A	N/A	N/A	FHU/\$40		N/A	N/A	Any size RV, extra wide lots, concrete patios and picnic table at each site. Back ins, pull thrus, WiFi, restrooms, showers, laundry, two storm shelters, library, nature watching, fishing, hiking, picnic area, canoeing, and biking. Big rig friendly	Leashed pets. Gated, quiet country ranch setting with lots of shade trees	Yes
Beaver Cove at Lake Carl Blackwell	86.5	4.6/68	27	govt	N/A	N/A	N/A		N/A	N/A	10 pull thrus, 17 back ins w/ many on waterfront. Picnic table, fire ring	Ck in at park office and get permits. Book campsite: visit CampSpot. Ck-in: 3p; out: noon. Other campgrounds here: <a href="https://lake.okstate.edu/campgrounds/campgrounds.html">https://lake.okstate.edu/campgrounds/campgrounds.html</a>	N/A