**ArcGIS StoryMaps tutorial**

**Title:** Turning a City Around

**Subtitle:** The Impact of Oklahoma City’s Metropolitan Area Projects Program

**Add Featured Image:**

**Text for paragraph block #1 (copy and paste)**

In the 1980’s, Oklahoma City was passed over to serve as a major airline’s hub because airline’s employees didn’t want to live in Oklahoma City because it was so dull. Ouch! The city took that as a strong message to work on making OKC and initiated the Metropolitan Area Projects program in the 1990’s that would completely transform the city.

(Map creation)

**Text for sections following map:**

**New Heading:** What is MAPS?

**Text for paragraph block #2:**

The Metropolitan Area Project initiative (MAPS) was funded by a temporary one-cent sales tax approved by city voters in December 1993, and later extended an additional six months. The tax expired on July 1, 1999. During the 66 months it was in effect, over $309 million was collected. In addition, the deposited tax revenue earned about $54 million in interest. That was used for MAPS construction, too.

The original MAPS program funded the [Chickasaw Bricktown Ballpark](https://www.okc.gov/government/maps-3/maps-history/original-maps/chickasaw-bricktown-ballpark), [Bricktown Canal](https://www.okc.gov/government/maps-3/maps-history/original-maps/bricktown-canal), [Cox Convention Center](https://www.okc.gov/government/maps-3/maps-history/original-maps/cox-convention-center), [Chesapeake Energy Arena](https://www.okc.gov/government/maps-3/maps-history/original-maps/chesapeake-energy-arena), [Civic Center Music Hall](https://www.okc.gov/government/maps-3/maps-history/original-maps/civic-center-music-hall), [improvements to State Fair Park](https://www.okc.gov/government/maps-3/maps-history/original-maps/state-fairgrounds-improvements), the [Ronald J. Norick Downtown Library](https://www.okc.gov/government/maps-3/maps-history/original-maps/ronald-j-norick-downtown-library), the [Oklahoma River](https://www.okc.gov/government/maps-3/maps-history/original-maps/oklahoma-river) and [Oklahoma Spirit Trolleys](https://www.okc.gov/government/maps-3/maps-history/original-maps/oklahoma-spirit-trolleys).

Additional MAPS projects include a new convention center, Scissortail Park, Senior Health and Wellness Centers, and Oklahoma River improvements.

**New Heading:** Featured Project

**Text for paragraph block #3:**

MAPS 3 funded the [RIVERSPORT Rapids](http://riversportokc.org/) whitewater rafting and kayaking center on the [Oklahoma River](https://www.okc.gov/government/maps-3/maps-history/original-maps/oklahoma-river) and improvements to existing rowing facilities to make Oklahoma City a can’t-miss destination for water sports enthusiasts. The whitewater park is suitable for beginners enjoying a summer weekend and elite kayaking competitions. Adjacent to the water park is the only competition rowing venue with permanent lighting in the country.

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