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## **Unveiling Horizons District: A new district dawns in Oklahoma City**

**Oklahoma City, OK**—The Chickasaw Nation and [OKANA Resort & Indoor Waterpark](#), in collaboration with the [First Americans Museum](#) (FAM), is excited to announce the Horizons District as the latest cultural and entertainment district in Oklahoma City.

Situated just east of I-35 and south of I-40 along the Oklahoma River, the Horizons District is anchored by OKANA and the internationally acclaimed FAM. The area will create a family-friendly atmosphere with cultural diversity and exciting attractions.

"We believe it is important to focus attention on what these two new tourism destinations bring to Oklahoma City," said Chickasaw Nation Governor Bill Anoatubby. "We expect this marketing collaboration to augment the already significant economic impact of the various hospitality and entertainment venues along the Oklahoma River. In addition, this new district will highlight First American heritage in a manner that will enhance the area's emerging reputation as a hub for cultural tourism and First American art."

"With OKANA and the FAM as side-by-side anchor attractions, we envision additional business, entertainment, and cultural development will follow. The Horizons District creates even greater synergy for drawing visitors and tourists to this world-class tourism and hospitality destination in central Oklahoma."

The vision of the Horizons District is to be a world-renowned destination where immersive entertainment, cultural education and captivating surroundings meet.

"The creation of this district is a natural evolution," said Oklahoma City Mayor David Holt. "Districts are collections of attractions and amenities, and that is truly what is coming together in what we will now know as the Horizons District. Thanks to the partners that have collaborated to implement this vision, the Horizons District is the driving force behind Oklahoma City's continuing emergence as a national capital for Native and Indigenous people."

“In Oklahoma City, visitors seek out our thriving districts, each with their own unique personalities and entertainment experiences. I expect the Horizons District to be transformational for our destination, offering immersive entertainment options for both leisure and convention visitors, as well as being a catalyst for additional innovative developments along the Oklahoma River,” said Visit Oklahoma City President Zac Craig.

Oklahoma City-based creative agency Cooper House developed the brand logo and visual identity for the Horizons District, which was created collaboratively with the Chickasaw Nation, FAM and Pyramid Global Hospitality, which will operate OKANA. The color palette was selected to mirror the Oklahoma sunrise and sunset with nods to natural elements found in the Oklahoma City region. The wordmark shows subtle signs of the sun while incorporating a half sun in its logo mark, representing a horizon. Horizons District derives its name from the state’s stunning skyline, which is prominently visible above the waters of the Oklahoma River where the district lies.

OKANA, which will be adjacent to FAM, is currently under construction with a completion date of early 2025. Once opened, it will include a riverfront hotel, spa, outdoor adventure lagoon, amphitheater, indoor waterpark, restaurants, First Americans retail gallery, Family Entertainment Center and conference center. The \$400 million tourist destination is designed to continue the momentum of economic development in Oklahoma City and along the Oklahoma River. It's estimated that the 10-year economic impact of the development will exceed \$1 billion.

FAM is a 175,000-square-foot facility that showcases interactive exhibits and collective histories of the 39 Tribal Nations in Oklahoma today. Its mission is to serve as a dynamic center promoting awareness and education to the broader public about the unique cultures, diversity, history, contributions and resilience of these First American Nations. FAM’s Executive Director James Pepper Henry is excited to see the growth of the area.

“First Americans Museum is honored to collaborate with the Chickasaw Nation on the creation of the new Horizons District,” said Pepper Henry. “This district will be a one-of-a-kind cultural destination attracting hundreds of thousands of visitors each year from around the world. This is an exciting development for Oklahoma and an opportunity to showcase the rich and diverse cultures of our state in one incredible location.”

The Chickasaw Nation, Visit Oklahoma City and FAM have worked collaboratively for more than a decade to promote the state as a travel and tourism destination.

“We are delighted that this vibrant district, which has already established itself as a cultural destination through the establishment of the First Americans Museum, now possesses both a name and a visual representation, solidifying its identity in Oklahoma City,” said Chickasaw Nation Director of Tourism Paige Williams Shepherd.

For more information on Horizons District visit [www.HorizonsDistrict.com](http://www.HorizonsDistrict.com).

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### **About Horizons District**

Horizons District is Oklahoma City’s newest District located southeast of Bricktown along the Oklahoma River just east of I-35 and south of I-40. The Horizons District is home to the First Americans Museum

and OKANA Resort & Indoor Waterpark. The mission of the district is to create multifaceted and memorable experiences through moments of connection: to each other, to our diverse histories, to fresh perspectives and cultural insights and to our environment.

Visual Assets:

[Logo](#)