KITTITAS COUNTY

Lodging Tax for Tourism-Related, Small-Scale Municipality-Owned Capital Projects and Operations

Submission Deadline: June 23, 2017

Kittitas County Commissioners
205 W 5th Avenue, Suite 108, Ellensburg, WA 98926
509-962-7508

Lodging Tax for Tourism-Related, Small-Scale Municipality-Owned Capital Projects and Operations General Information

Kittitas County imposes a lodging tax assessed on the sale or charge made for furnishings of lodging according to RCW 67.28.180 and RCW 67.28.181. In accordance with the tax and Washington State law, a Lodging Tax Advisory Committee has also been established. The committee's purpose is to advise and recommend to the Board of County Commissioners how excise taxes on lodging should be allocated to support tourism which in turn generates revenue.

Uses According to Law:
RCW 67.28.1816 states the following:

Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor bureau or destination marketing organization for: ...(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality...

Definitions included in state law which should be considered in any application requesting funding include:

1. Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
2. Tourism promotion means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing or the operation of special events and festivals designated to attract tourists.
3. Tourism-related facility means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501 (c) (3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501 (c) (6) of the federal internal revenue code of 1986, as amended; a business organization, destination marketing organizations, main street organization, lodging association, or chamber of commerce; and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Review Process:

Kittitas County's Lodging Tax Advisory Committee (LTAC) will review all complete applications. Qualifying applicants will be provided the opportunity to present their projects to the LTAC and answer questions. Capital project applications will be scored based on the information provided by the applicant, ranked, and funding recommendations with supporting information will be submitted to the Kittitas County Board of Commissioners. The ranking will determine, generally, the order in which the applications will be considered for funding from the highest being considered first to the lowest receiving the last consideration. However, all municipalities which submit at least one qualifying application in a given year must receive funding consideration before a second application from a municipality which has been recommended for a funding award is considered. The Board of County Commissioners (BOCC) has final approval authority for the list of recommendations.

Prior to making a final decision, the BOCC will publicly deliberate on the recommendations received from the LTAC. Applicants may also be requested to present their projects to the BOCC and answer questions.

Scoring sheets utilized by the LTAC to rank applications for capital projects are included in this packet for your reference and information. **Applications which do not receive a minimum score of at least 75 points, do not provide at least 50% matching funds, or do not follow the submission instructions will not be considered for funding.**

Application Definitions:

Below is a list of terms and phrases which have a specific meaning within this application. It may be helpful for you to review these as you prepare responses so that a better understanding of the reviewer's expectations may be obtained.

> **Capital Asset** is any type of property that has a useful life longer than one year and is valued at over $5,000.00.

> **Construction or "Hard" Costs** are the direct contractor costs for labor, material, equipment and services; contractor's overhead and profit, and other direct construction costs. These costs do not include the compensation paid to architects, engineers, or consultants, the cost of land, right-of-ways, or other similar costs.

> **Matching Funds** is the amount of funding your organizations has secured and is contributing to the project. This includes both direct and indirect support. Direct funds can be in the form of cash funding from your organization or funding secured elsewhere but dedicated to the project such as other grants, loans, donations, etc. Indirect funding support includes in-kind support like labor, volunteer support, supplies, and services which directly relate to the project or event, including those supplied by your organization and others.

> **Municipality** is an incorporated city, county, or town.

> **Real Property** is fixed property, principally land and buildings.

Small Scale capital projects are defined as those which request funding support of less than $50,000.

Soft Costs are cost items in addition to the direct construction cost. These generally include architectural and engineering, permits and fees, financing fees, construction interest and operating expenses, leasing and real estate commissions, advertising and promotion, and supervision.

Tourist is a person traveling for business or pleasure on a trip:

> A. Away from their place of residence or business and staying overnight in paid accommodations;
>
> B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
>
> C. From another country or state outside of their place of residence or their business.

SUBMITTAL INSTRUCTIONS

Please return **ONE COPY** of the entire original application and answers to narrative questions to:

Kittitas County Commissioners
Attn: Lodging Tax Grant Application
205 West 5th, Suite 108, Ellensburg, WA 98926

Applications must be received <u>no later than 5:00 PM, June 23, 2017 or postmarked no later than June 23, 2017.</u>

Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the deadline for submission

Schedule:

- Application deadline   6/23/2017
- Oral presentations of proposals to LTAC   7/20/2017
- BOCC Deliberation and Decision   8/1/2017
- Applicant Award Notification and fund availability   9/1/2017 (Tentative)

Project Management:
Successful applicants may be required, as a condition of the funding award, to enter into a contract. The agreement may include, but not be limited to, the specific amount of the award and what it may be used for, all reporting requirements associated with this funding, payment terms, and any and all other appropriate terms of the funding. Kittitas County will be the contracting agent for all approved projects.

All funds awarded under this program will be available in the form of reimbursable grants. The funds for capital projects will be available for reimbursement as of the date of the contract and for 24 (twenty-four) months (or two years) thereafter. Capital projects must be completed within the two-year period. All funds awarded for supporting the operations of county-owned tourism-related facilities will be available for reimbursement as of the date of the award and for up to 12 (twelve) months (1 year) thereafter. Any unexpended funds will be returned to the Lodging Tax account and made available for re-appropriation. All requests for reimbursement shall be made to the Kittitas County Auditor's office at the following address:

Kittitas County Auditor
Attn: Lodging Tax Grant Funds Reimbursement
205 W 5th, Suite 105
Ellensburg, WA 98926

For specific information and requirements regarding the reimbursement process, please contact the Auditor's office at 509-962-7504.

Project Reporting Requirements for Tourism-Related Facilities:
State law requires that all recipients of Lodging Tax revenues must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

A. Away from their place of residence or business and staying overnight in paid accommodations;
B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
C. From another country or state outside of their place of residence or their business.

A report form will be provided as part of the contract for receiving funds. We ask that you provide this information within 60 days after your project is complete.

Applicant Categories and Eligibility:

Grants from lodging tax funds are provided for two types of applicants, Capital Projects and County Operations. No more than one capital project is allowed per application. An organization may submit no more than two capital project applications per funding cycle. The categories are defined as follows:

The **Capital Project** category is for applications from municipalities or public facilities districts requesting support for capital expenditures of tourism-related facilities owned or operated by the municipality for public facilities district.

If applying for funding under the capital project category, an applicant need only answer the questions listed under the **Capital Budget Narrative** and provide the **Capital Project Budget** as well as include necessary attachments.

The **Operations** category is for applications from municipalities requesting support for the operations of tourism-related facilities owned or operated by the municipality.

If applying for funding under the Operations category, an applicant need only answer the questions listed under the **Operational Funding Narrative.**

Other Information:

Insurance: As part of its contract for performance, a municipality may require contractors to maintain liability insurance in the amount of $1,000,000 or more and name the municipality as an additional insured on its liability insurance policy.

Application Form: This packet will be available on Kittitas County's website as a word document and as a pdf. It can also be obtained directly as a hard copy or in digital format by contacting the Kittitas County Board of Commissioners office at 509-962-7508. Kittitas County's website address is: www.co.kittitas.wa.us.

APPLICATION FOR LODGING TAX FOR TOURISM-RELATED, SMALL-SCALE MUNICIPALITY-OWNED CAPITAL PROJECTS AND OPERATIONS

Applicant Information – (Capital Project) or Operations (Circle One or Both)

Name of Municipality: City of Roslyn

Mailing Address: PO Box 451

                                              Roslyn, WA 98941

Contact Person and Title: Shawna Graham, City Treasurer

Phone: 509 649-3105

Email: roslyntreasurer@inlandnet.com

Project Title: City of Roslyn Parking Improvements

Project Location: 201 South First Street, Roslyn WA

Application Requirements

__X___ 1. The project qualifies for lodging tax funds as a capital expenditure of tourism-related facility owned or operated by a municipality or I supporting the operations of tourism-related facilities owned or operated by a municipality.

__X___ 2. The municipality has submitted no more than two applications for capital project funding in the current year

__X___ 3. The municipality's lodging tax advisory committee (or equivalent) has been informed of the project and endorsed it. (not required for Kittitas County) A letter from the municipality is included.

__X___ 4. Lodging tax capital project funds are not being substituted for other funds that are already secured or applied for (if applicable).

__X___ 5. A completed project budget is included in the application (if applicable).

__X___ 5. A detailed 8 ½ X 11 vicinity map that clearly shows the location of the project is included.

Roslyn Old City Hall and Community Center

Tourism-Related, Small-Scale Municipality-Owned Capital Project

1. Project Description: Please describe the project in detail. Indicate the major work to be completed, any milestones that need to be overcome in order for the project to move forward, and include a comparison of existing and proposed conditions.

This request is to improve the parking lot located at 201 S 1ˢᵗ St by paving and striping. The parking lot at 201 S 1ˢᵗ St currently serves as the primary parking area for community events, Roslyn Urban Forest trailhead, Roslyn's City Hall, Library and Community Center, and ARRF Animal Shelter.

Existing Conditions:

This parking area is gravel and riddled with potholes. In the winter, it becomes very slick with ice and City staff is unable to effectively plow or sand it due to the inconsistent grade. Other times, it creates a barrier to access for people with disabilities who either have a hard time walking on the uneven ground or wheelchairs that cannot navigate the potholes and rough gravel. The City of Roslyn has determined that there is a shortage of parking and without striping, this lot often has inefficient visitor's parking, with cars parked every which way.

Proposed Conditions:

Funds would pay for the paving of the parking area and striping of parking stalls, which would allow for increased parking and access to Roslyn's many tourists attractions, including community events, Roslyn Urban Forest trailhead, and Roslyn's City Hall, Library and Community Center.

2. Kittitas County Tourism Infrastructure Plan: Please explain how the project meets the goals and priorities in the Kittitas County Tourism Infrastructure Plan as adopted. Also, describe the specific county tourism infrastructure needs the project addresses and how the project directly increases tourism. Explain how the improvements will promote tourism in Kittitas County and indicate specifically how the improvements will directly increase economic activity resulting from tourists (see the definition of tourist on page 3 of this application).

GOALS: This project addresses goals 1, 5, and 7.

Goal 1 - Develop integrity of place
Providing additional, accessible, and safe parking at this particular location will allow for visitors to experience all of Roslyn's attractions. This parking area is centrally located at the Roslyn City Hall, Library and Community Center where they can find performances, exhibits, on-line access, historical information and emergency services. Additionally, this is the nearest parking area to the Roslyn Urban Forest and Coal Mine Trail Trailheads. This location is

also one block away from Pennsylvania Avenue, the home of many tourist events such as the Roslyn Farmer's Market.

Goal 5- Involve the community

In the 2008 Comprehensive Plan Update, a goal was set to establish several small parking areas to serve our visitors rather than one large parking area or structure. This would be the first tourism small parking improvement projects, and would serve as a pilot project with opportunity for community feedback.

Goal 7 – Protect and enhance destination appeal.

The biggest complaint we receive from visitor's, event organizers, and even local citizens is the lack of planning on weekends with high tourist turnout. For example, we see an influx of visitors every Sunday in the summer for the Roslyn Farmer's Market from our 895 residents to a whopping 3,000+ visitors. Visitors are parking in our residential areas and walking to the events and downtown businesses causing a parking situation for residents and a safety concern for pedestrians.

ACTION ITEMS:

This project will address several of the action items in the Kittitas County Tourism Infrastructure Plan, including Action Items 1, 2, 11, 15, and 18.

Action Item #1 Open space network/regional trail projects and Action Item #2 Natural area access and interpretation

The proposed parking area improvement will be the primary parking location for the Roslyn Urban Forest Trail System and the secondary parking location for the Coal Mine Trailhead.

Action Item #11 Public streetscape tourism enhancements and Action Item #15 Music, dance, and drama performance facilities

The proposed parking area improvement will serve the Roslyn City Hall, Library and Community Center as well as the downtown core. This will allow for more efficient and safe access to art exhibits, performances, special events, and other attractions.

Action Item #18 Public parking lots

The proposed parking area improvement will allow for increased parking and access to Roslyn's many tourists attractions, including community events, downtown businesses, Roslyn Urban Forest trailhead, and Roslyn's City Hall, Library and Community Center.

3. Use of Grant Funds: Please explain exactly how the requested funds will be used. Include an itemized list.

Grant funds will be used to the paving of the parking area and striping of parking stalls

Itemized budget

Project Expenditures	Total	Local	Grant Request
Planning/Engineering	$ 5,000	$ 2,500	$ 2,500
Paving	$ 20,000	$ 10,000	$ 10,000
Striping	$ 5,000	$ 2,500	$ 2,500
	$ 35,000	$ 15,000	$ 15,000

4. Real Property: If real property acquisition is a component of the project, please explain. Include any information of property already secured or evidence of the ability to secure the real property.

The building is owned by the City of Roslyn.

> *Tax Parcel Number: 496234*
> *Legal Description: Parcel #49 6234, ACRES 1.32, CD. 6196; SEC. 17*
> *GPS Coordinates: 1518133*
> *Northing: 689167*
> *Projection: WA State Plane South*

5. Capital Assets: If capital asset acquisition is a component of the project, please explain. Include any bids solicited and received from potential vendors willing to supply the asset. All capital asset purchases require at least three bids. If you have already selected one of the bids, please provide justifications in writing.

Capital asset acquisition is not part of this grant request.

6. Coordination: Please explain how this project has been coordinated with other jurisdictions as well as affected stakeholders. Please include letters of support from stakeholders.

In the 2008 Comprehensive Plan Update, a goal was set to establish several small parking areas to serve our visitors rather than one large parking area or structure. This would be the first tourism small parking improvement projects, and would serve as a pilot project with opportunity for community feedback.

7. Studies: Please attach any feasibility or other studies that demonstrate linkages between the proposed project and the anticipated tourism impacts. Also please include your operations/maintenance funding strategy and business plan for long-term project sustainability

(how the facility or facilities will be operated and maintained for at least three years following completion).

The operations and maintenance strategy will not change from current, City Staff will be responsible. The cost of maintenance should decrease with the improvements.

8. Project Readiness: Please provide a detailed project schedule, including milestones necessary for completion as mentioned in question 1 above. On the schedule, indicate items completed and exactly where in the schedule the project is at this time. Be sure to include expected completion date.

If the funds are awarded, City Staff will begin working with a contractor to plan the parking lot details and will be ready to begin construction as soon as funds are available, weather dependent.

Tourism-Related, Small-Scale Municipality-Owned Capital Project Narrative

1. Project Description: Please describe the project in detail. Indicate the major work to be completed, any milestones that need to be overcome in order for the project to move forward, and include a comparison of existing and proposed conditions.

2. Kittitas County Tourism Infrastructure Plan: Please explain how the project meets the goals and priorities in the Kittitas County Tourism Infrastructure Plan as adopted. Also, describe the specific county tourism infrastructure needs the project addresses and how the project directly increases tourism. Explain how the improvements will promote tourism in Kittitas County and indicate specifically how the improvements will directly increase economic activity resulting from tourists (see the definition of tourist on page 3 of this application).

3. Use of Grant Funds: Please explain exactly how the requested funds will be used. Include an itemized list.

4. Real Property: If real property acquisition is a component of the project, please explain. Include any information of property already secured or evidence of the ability to secure the real property.

5. Capital Assets: If capital asset acquisition is a component of the project, please explain. Include any bids solicited and received from potential vendors willing to supply the asset. *All capital asset purchases require at least three bids.* If you have already selected one of the bids, please provide justifications in writing.

6. Coordination: Please explain how this project has been coordinated with other jurisdictions as well as affected stakeholders. Please include letters of support from stakeholders.

7. Studies: Please attach any feasibility or other studies that demonstrate linkages between the proposed project and the anticipated tourism impacts. Also please include your operations/maintenance funding strategy and business plan for long-term project sustainability (how the facility or facilities will be operated and maintained for at least three years following completion).

8. Project Readiness: Please provide a detailed project schedule, including milestones necessary for completion as mentioned in question 1 above. On the schedule, indicate items completed and exactly where in the schedule the project is at this time. Be sure to include expected completion date.

9. Applicant Certification: Please sign below in agreement with statement of certification.

Certification is hereby given that the information provided is accurate and the applicable attachments are complete and included as part of the application package.

I further certify that the application thresholds are met at the time of application.

Signature of Official Representative	*Planner* Title	6/22/17 Date

Tourism-Related, Small-Scale Municipality-Owned Capital Project Budget

All applicants for capital project funding must supply a detailed and complete project budget utilizing the following basic format:

Funding Sources
Lodging Tax Funds Request	$15,000
*Other Grant Funds	
*Other Local Government Funds	$15,000
*Private Funds	
In-Kind donations of time	

Total Available Funding	$30,000

Project Expenses
Planning/Engineering	$ 5,000
Paving	$ 20,000
Striping	$ 5,000
Planning	

Total Project Costs	$ 30,000

 *Verifying documentation must be provided and attached to this budget. This documentation may include award letters, letters of commitment, or loan approval documentation. You must include this in order to meet the matching funds requirement. If the funding source includes applicant funds, proof of available funding in the form of a letter of commitment from an authorized body or representative of the applicant is adequate.

** These funds are cover architect's fees and other exterior renovation.

Tourism-Related Facility Operational Funding Narrative
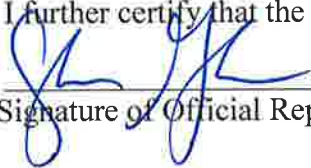**(Municipality Applications Only)**

1. Operational Spending: Please explain your request for operational funding and how it is directly related to supporting the operations of a tourism-related facility owned or operated by a municipality or public facilities district.

2. Sustainability Strategy: Please describe your strategy for long-term operational sustainability. Include any specific progress toward this goal.

3. Applicant Certification: Please sign below in agreement with statement of certification.

Certification is hereby given that the information provided is accurate and the applicable attachments are complete and included as part of the application package.

I further certify that the application thresholds are met at the time of application.

Signature of Official Representative   _Treasurer_   _6/22/17_
Title   Date

The City of Roslyn is not applying for Operational Funds.

Vicinity Map – Roslyn, Washington

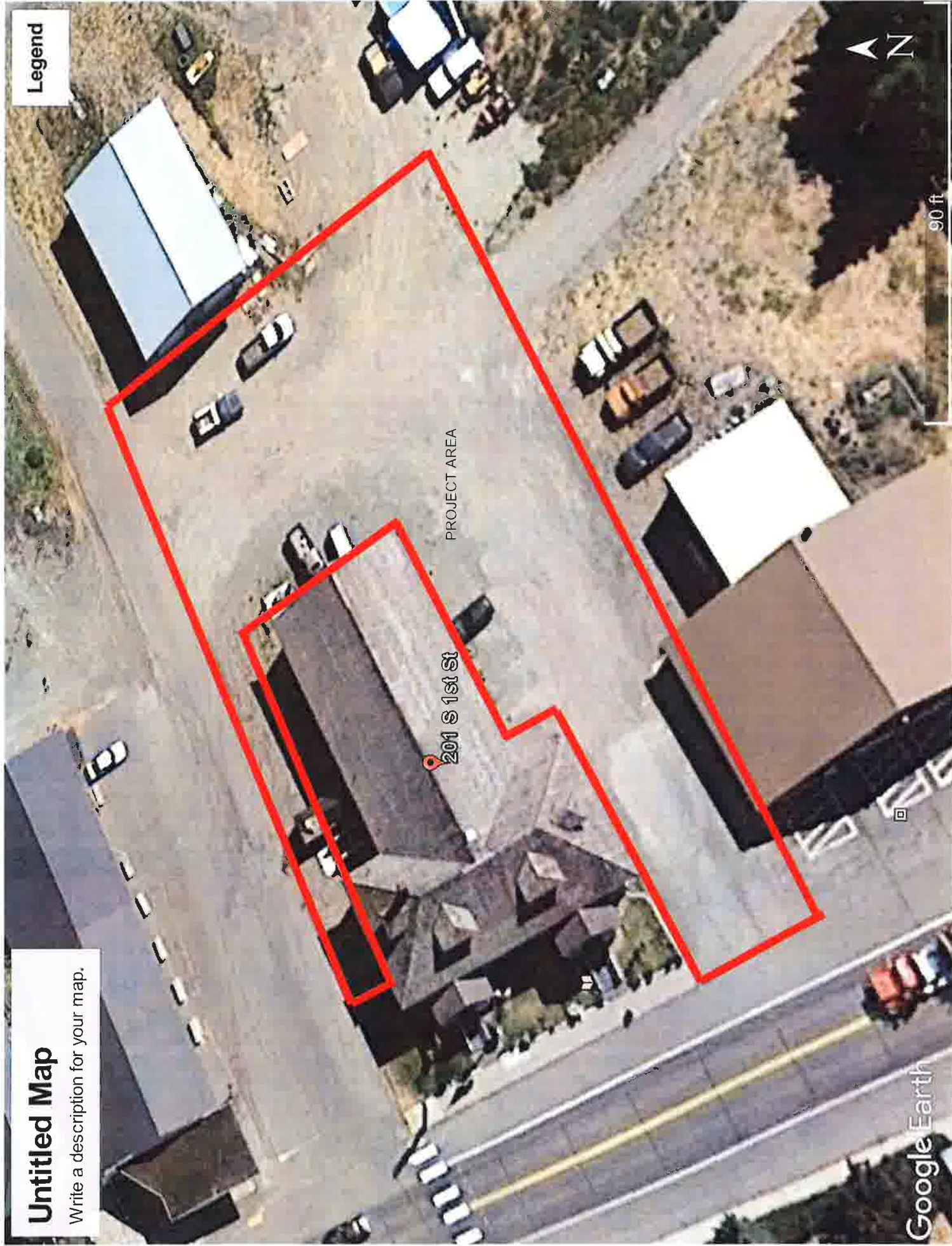Location of Historic Library, Community Center and City Hall Building:

201 South First Street, at Dakota Avenue

Untitled Map
Write a description for your map.

PROJECT AREA

201 S 1st St

N

90 ft

Google Earth

Untitled Map
Write a description for your map.

ROSLYN URBAN FOREST

COAL MINE

201 S 1st St

PENNSYLVANIA

COAL MINE
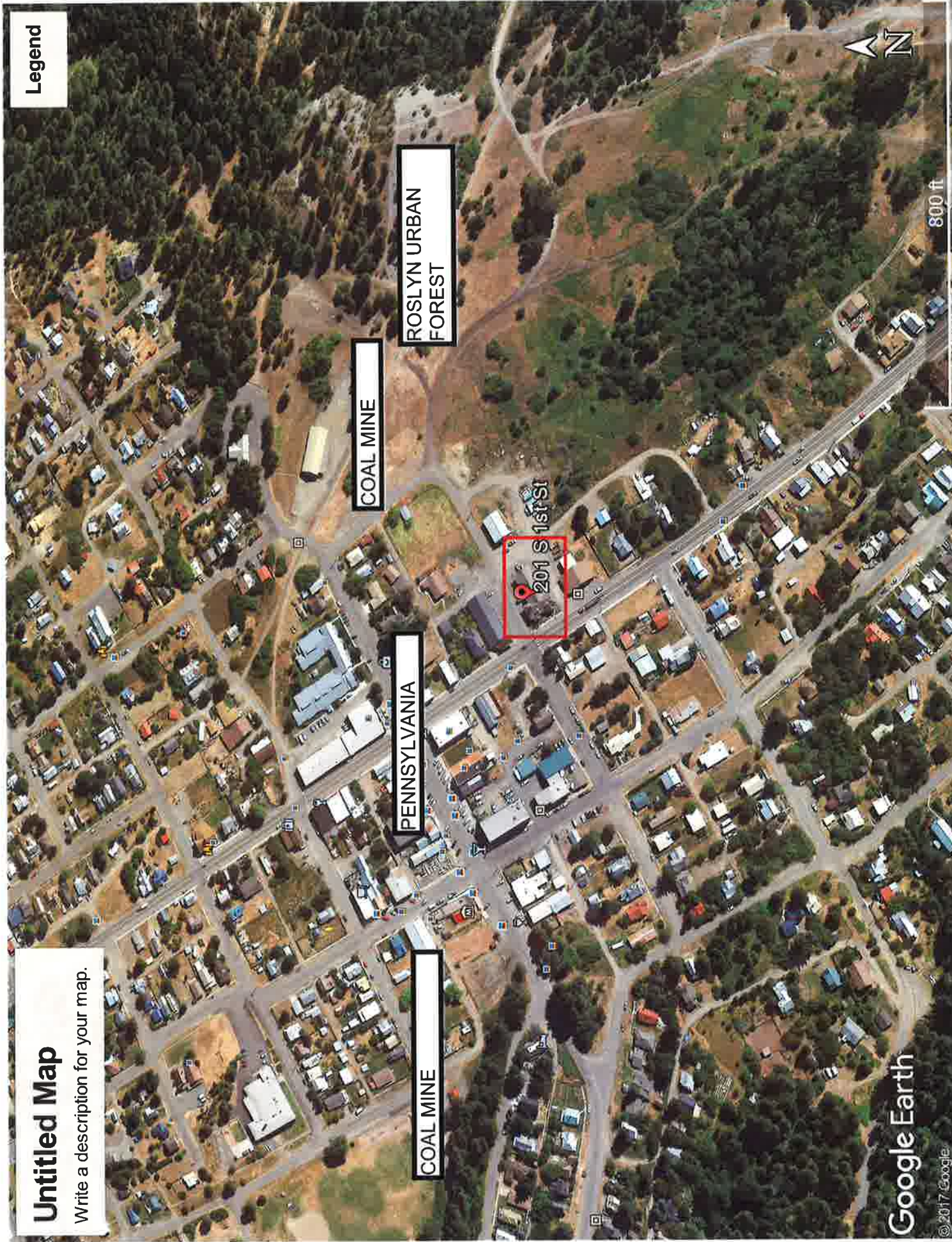
N

800 ft

Google Earth

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Lodging Tax Capital Project Rating Form

Criteria	Points Possible	Application Questions	Points Awarded
Kittitas County Tourism Infrastructure Plan	Low Priority = 5 Medium Priority = 15 High Priority = 20	Question 2	
Stakeholder Support	Up to 5	Question 6	
Feasibility Analysis and Business Plan Completed	15 Yes = 15 No = 0	Question 7	
Promotes Tourism/ Increases Economic Activity Resulting From Tourists	Up to 20	Question 2	
Project Readiness	Up to 20	Question 8	
Applicant's Matching Funds	Up to 20 Less than 50% = 0 50% - 55% = 5 56% - 59% = 10 60% - 70% = 15 71% or more = 20	Capital Project Budget	

confusing sites including:

- Roslyn roundabout
- Ellensburg I-90 exits

Lead agent
Kittitas County Public Works Department and WSDOT

Potential participants
Roslyn, Cle Elum, Ellensburg Public Works Departments, Suncadia, USFS, DNR, DFW, WA Parks & Recreation Commission, Kittitas County Chamber of Commerce

Project-specific performance measures
wayfinding signs installed to major destinations and attractions

Action 17: Visitor centers

Strategic objective   **Priority**
                                                            High

Develop visitor centers including electronic kiosks and directories with digital QR codes for phone and tablet apps accessing on-line materials produced by CWU and other organizations highlighting significant natural and heritage events including the ice age floods, volcanic eruptions, native settlements, mining, logging, farming, and other settlements at:

- Teanaway Community Forest
- Suncadia/Roslyn
- Upper County - Plum Creek Warehouse
- Cle Elum
- Yakima Canyon
- Ellensburg
- Olmstead Place State Park
- Vantage
- Other significant environmental, agricultural, recreational, heritage, and cultural sites and facilities

Lead agent
Roslyn, Cle Elum, Ellensburg, Kittitas County

Potential participants
Roslyn, Cle Elum, Ellensburg Chambers of Commerce, Suncadia, NPS, USFS, DNR, DFW, WA Parks & Recreation Commission

Project-specific performance measures
visitor/interpretive centers developed at major

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destinations and attractions
kiosks and directories installed at major destinations and attractions

Action 18: Public parking lots

Strategic objective   **Priority**
                                                            Moderate

Designate, improve, and sign public parking lots in the downtown districts and other major tourist destination sites in:

- Roslyn
- Cle Elum
- Ellensburg
- Kittitas
- Rural areas and unincorporated towns of Kittitas County

Lead agent
Roslyn, Cle Elum, Ellensburg

Potential participants
Roslyn, Cle Elum, Ellensburg Public Works Departments

Project-specific performance measures
additional off-street parking lot spaces created at major destinations

Project specific performance measures

The following performance measures will apply to all capital related projects to be funded under Kittitas County's lodging tax:

Project-specific performance measures
# additional tourists accessing sites as result of project
$ additional tourism dollars spent as result of project
$ additional tourism related jobs created by project
% attraction visitors and users like project results
% residents like project results
% project improves public health, safety, and nuisance

Kittitas County capital project applications

The Kittitas County Consolidated Lodging Tax Advisory Committee (LTAC) and Board of County Commissioners (BOCC) will update the annual lodging tax capital project application rating process and

criteria to generate lists of capital facility projects (CFP) reflecting the results of and implementing this Tourism Infrastructure Plan.

6: Goals – to further geotourism opportunities

The following principals will guide the conservation and development of geotourism resources In Kittitas County:

■ **Goal 1: Develop integrity of place** - enhance Kittitas County's geographical character by developing and improving the environment, agriculture, recreation, heritage, and culture in distinctive ways to differentiate Kittitas County from other areas and to engender local community pride.

■ **Goal 2: Be market selective** - encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of Kittitas County including environmental, agricultural, heritage, and cultural segments that are not as currently well known and frequented as recreational.

■ **Goal 3: Diversify market opportunities** - encourage a full range of appropriate food and lodging facilities including hotel, motel, bed-and-breakfast, home-stay, farm-stay, and campground to appeal to the entire demographic spectrum of the geotourism market and to maximize Kittitas County's economic resiliency over both the short and long term.

■ **Goal 4: Satisfy tourists** – fully and effectively utilize social media to ensure that satisfied, excited geotourists bring new vacation stories home and send friends off to experience the same opportunities thereby providing continuing demand for Kittitas County destinations.

■ **Goal 5: Involve the community** - base tourism on local Kittitas County community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market Roslyn, Cle Elum, Ellensburg, and other locales effectively. Help businesses develop approaches to tourism that build on the County's nature, history and culture, including food and drink, famers' markets, artisans, performance arts, etc.

■ **Goal 6: Benefit the community** - encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to Kittitas County involved communities including Roslyn, Cle Elum, and Ellensburg, especially poverty alleviation, clearly communicating the stewardship policies required to maintain these benefits.

■ **Goal 7: Protect and enhance destination appeal** - encourage Kittitas County businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within these limits. Use persuasion, incentives, and legal enforcement as needed.

■ **Goal 8: Guide land use** - anticipate development pressures and designate major self-contained tourism attractions, such as large-scale theme parks where unrelated to the character of place, to be sited or provided supporting services in locations with no significant ecological, scenic, or cultural assets.

■ **Goal 9: Conserve resources** - encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting advertising these measures in ways that attract the large, environmentally sympathetic tourist market.

■ **Goal 10: Proactively plan** - recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of Kittitas County destinations. Diversify the economy to sustainable levels and adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the county's unique and multiple destinations.

■ **Goal 11: Interpret interactively** - engage visitors and hosts in learning about Kittitas County assets and encourage residents to

7: Actions – to implement geotourism potentials

The following action tasks were identified from the results of the visitor and follow-up surveys, Cle Elum and Ellensburg workshops, public open houses, and tourism data. While the proposed actions are comprehensive, **the action tasks are not inclusive of all possible options** that may implement Kittitas County tourism potentials or that could be submitted and funded under annual competitive lodging tax infrastructure project applications.

Environmental tourism

Action 1: Open space network/regional trail projects   Priority High

Strategic objective
Develop a regional trail systems plan and projects for the entire county for:

- **Water, snow (including x-country skiing and snowshoeing), horse, hike, bike, dog, and motorized (trail bikes, ATV, ORV) trail networks** - distinguishing acceptable users for each section
- **Public and user defined trail linkages** - on public lands and links across private lands where permissible
- **Trail skill level designation signs and services** - for beginner, intermediate, and advanced users including handicap accessible and physically limited users
- **Trail services** - including access sites and trailheads with kiosks, directories, water and sanitation stations, emergency response linkages
- **Trail maintenance and life cycle schedules** - for trail surfaces, structures, signage, and other supporting facilities
- **Campsites** – for bad weather layovers and overnight for water, bike, and horse camping, tent and RV, and soft camping services
- **Backcountry services** – including portable/chemical toilets, weekend trash and garbage collection sites, web cams and wifi to illustrate trail conditions

Lead agent
Kittitas County

Potential participants
Roslyn, Cle Elum, Ellensburg, Kittitas County Chamber of Commerce, Nature Conservancy, Trust for Public Lands, Audubon Society, Yakama Indian Nation, Heritage Club, Suncadia, Mountains to Sound, USFS, DNR, DFW, WA Parks & Recreation Commission

Project-specific performance measures
\# key trail links completed
\# additional miles of all trail types developed
\# trailheads added or enhanced with parking, kiosks, directories, water, sewer, emergency
\# additional campsites, including specialty campsites, added
\# backcountry services added or enhanced

Action 2: Natural area access and interpretation   Priority High

Strategic objective
Create access sites, interpretive facilities, and exhibits to showcase unique natural areas and habitats for:

- **Natural events** - including ice age floodways and channels, volcanic deposits, wildfire burn areas
- **Unique ecological areas** - including old growth forests, native plants, and unique flora and fauna
- **Wildlife viewing and photographing areas** - including seasonal migration routes, nesting, and foraging areas of birds and animals
- **Fish hatcheries and fishing sites** - on lakes, rivers, and streams with boat launch ramps and bank access
- **Hunting ranges and jump-off sites** - for fowl, small and large animals

Lead agent
Kittitas County

Potential participants
Roslyn, Cle Elum, Ellensburg, Nature Conservancy, USFS, DNR, DFW, WA Parks & Recreation Commission, WSDOT

Ellensburg, Kittitas County, Washington State Parks & Recreation Commission

Archaeology & Historic Preservation (DAHP), DNR, Thorpe Interpretation Center, Roslyn Cemetery, Kittitas County History Museum, CWU and WSU Agricultural Extension Service, BNSF, Kittitas County Chamber of Commerce, in conjunction with private property owners

Project-specific performance measures
facilities, directories, brochures, website tour signage developed, installed, and promoted

Action 10: Museums

Strategic objective **Priority Moderate**

Expand and/or acquire building space and expand permanent and temporary exhibitions of photographs, clothing, equipment, and other artifacts in permanent quarters including performance and presentation areas in the:

- Roslyn Museum (private)
- Cle Elum Carpenter House, Telephone Museum
- Thorpe Mill Interpretation Center
- Kittitas County Museum in Ellensburg

as well as in scattered sites or structures with historical or interpretive potential and visibility throughout the county

Lead agent
Roslyn, Cle Elum, Ellensburg, Kittitas County

Potential participants
Roslyn, Cle Elum, and Ellensburg History Museums and Historical Societies, Kittitas County Chamber of Commerce, Washington State Parks & Recreation Commission, Department of Archaeology & Historic Preservation (DAHP), Ellensburg Rodeo Museum, Yakama Indian Nation, Telephone Museum

Project-specific performance measures
additional facilities, exhibits, kiosks, brochures, websites, and events developed, installed, and promoted

Action 11: Public streetscape tourism enhancements   Priority Moderate

Strategic objective

Develop and enhance public performance spaces, interpretive exhibits, kiosks and directories, artworks, and restrooms of benefit to tourists in:

- Roslyn downtown historic district
- Cle Elum downtown historic district
- Ellensburg downtown historic district

Lead agent
Roslyn, Cle Elum, and Ellensburg Public Works Departments

Potential participants
Ellensburg Downtown Association, Cle Elum and Roslyn Downtown Associations, Vantage, Kittitas, Easton, Thorp, Ronald, Snoqualmie Pass, and Liberty in conjunction with private property and business owners

Project-specific performance measures
@ streetscape tourism enhancements designed, funded, and completed

Action 12: Downtown Ellensburg/CWU corridor tourism enhancements   Priority Low

Strategic objective

Enhance walking/biking connection between downtown Ellensburg and CWU of benefit to students, parents, and tourists with public streetscape enhancements including kiosks, directories, and artwork.

Lead agent
Ellensburg Public Works Department

Potential participants
CWU, Ellensburg Downtown Association, Kittitas County Chamber of Commerce

Project-specific performance measures
@ streetscape tourism enhancements designed, funded, and completed

Cultural tourism
Action 13: Native American interpretative centers and exhibits

Strategic objective — **Priority: Moderate**

Create facilities and exhibits of generalized (not site specific) permanent and seasonal village, hunting, fishing, and trading areas with descriptive histories, languages, life styles, clothing, equipment, and livestock of the confederated Yakama Nation and other tribes that frequented the county including:

- **Yakama Tribe's Rodeo** - annual summers-end trading goods, dance performances, and horse competitions leading to the development of the Ellensburg Rodeo arena, hilltop overlook and trail, and grounds
- **CWU Longhouse** - exhibition and educational facility

Lead agent
Yakama Indian Nation, CWU

Potential participants
Roslyn, Cle Elum, Ellensburg, and Kittitas County Museums and Historical Societies, Washington State Department of Archaeology & Historical Preservation (DAHP)

Project-specific performance measures
additional facilities, exhibits, kiosks, and events developed and promoted

Action 14: Art installations — **Priority: Moderate**

Strategic objective
Install public art including barn quilts, murals, sculpture parks, and art walk installations at:

- Roslyn
- Cle Elum
- Ellensburg
- Kittitas County Event Center
- CWU campus
- Barn Quilt Tour

Lead agent
Roslyn, Cle Elum, Ellensburg, Kittitas County

Potential participants
Roslyn, Cle Elum, Ellensburg Museums, Chambers of Commerce, CWU, Kittitas Special Event Center in conjunction with private galleries and artist studios

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Project-specific performance measures
additional art facilities, exhibits, and events developed and promoted

Action 15: Music, dance, and drama performance facilities — **Priority: Moderate**

Strategic objective
Develop public performance areas including amphitheaters and stages, permanent and temporary outdoor festival stages, dinner theaters, festival and party hall stages, at:

- Roslyn
- Cle Elum
- Ellensburg
- Kittitas County Event Center
- CWU campus

Lead agent
Roslyn, Cle Elum, Ellensburg, CWU, Kittitas Event Center

Potential participants
Roslyn, Cle Elum, Ellensburg, CWU, Kittitas Valley Event Center, Kittitas County Chamber of Commerce in conjunction with theater and drama groups, music and dance groups, talent booking agents

Project-specific performance measures
additional music, dance, and drama performance facilities and events

Supporting facilities
Action 16: Wayfinding signage — **Priority: High**

Strategic objective
Install wayfinding signage on I-90, SR-97, and other state, county, and city roadways to major tourist destinations including:

- **Historic barns and farms** - including the Quilt Trail
- **Historic districts** - in Roslyn, Cle Elum, and Ellensburg
- **Recreation sites** - including Olmstead Place State Park, Washington State Horse Park (City of Cle Elum property)

And resolving wayfinding through troublesome or