

Request for Proposals

2015 Lodging Tax for Tourism-Related, Municipality-Owned Capital Projects and County Operations

Submission Deadline: Friday, January 31, 2015

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

2015 Lodging Tax for Municipality-Owned Capital Projects and County 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 committees' 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 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 30% 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 a city, county, or town.

Real Property is fixed property, principally land and buildings.

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.

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 no later than 5:00 PM, Friday, January 31, 2015 or postmarked no later than January 31, 2015.

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 | January 31, 2015 |
| ▪ Oral presentations of proposals to LTAC | February 11, 2015 |
| ▪ BOCC Deliberation and Decision | March 3, 2015 |
| ▪ Applicant Award Notification and fund availability (Tentatively) | April 1, 2015 |

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 accounts from where they came 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. One capital project is allowed per application. An organization may only submit one application 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 **County Operations** category is for applications from Kittitas County requesting support for the operations of tourism-related facilities owned or operated by the County.

If applying for funding under the County 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 2015 LODGING TAX FOR TOURISM-RELATED, MUNICIPALITY-OWNED CAPITAL PROJECTS AND COUNTY OPERATIONS

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

Name of Municipality: Kittitas County

Mailing Address: 205 West 5th
Ellensburg, WA 98926

Contact Person and Title: Doug D'Hondt

Phone: 509.962.7690

Email: doug.dhondt@co.kittitas.wa.us

Project Title: Yakima Canyon Interpretive Center

Project Location: Helen McCabe Park – Corner of Thrall & Canyon Road

Funding Request: \$250,000 (\$17,000 per year bonded over 20 years)

Application Requirements

- X 1. The project qualifies for lodging tax funds as a capital expenditure of a tourism-related facility owned or operated by a municipality or is supporting the operations of tourism-related facilities owned or operated by a Kittitas County.
- X 2. The applicant has submitted only one application for capital project funding in the current year.
- n/a 3. If the application is not from Kittitas County, the municipality's lodging tax advisory committee (or equivalent) has been informed of the project and endorsed it. 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. Applicant has secured matching funds of at least 30% of the total project costs.
- X 6. A completed project budget is included in the application (if applicable).
- X 7. A detailed 8 ½ X 11 vicinity map that clearly shows the project is included (if applicable).

Tourism-Related Capital Project Narrative (If Applicable)

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. Also please include your operations/maintenance funding strategy and business plan for long-term project sustainability.

Project Background:

In 1967 the State Legislature established the scenic and recreational byway system and identified the 25 miles of SR821 through the Yakima River Canyon as a scenic byway – the first designated Byway in the state.

The byway, which starts on the north end near Ellensburg at Helen McCabe Park and continues south to Selah Creek near Yakima, contains important natural, recreational, and cultural resources that have intrinsic value for our local community and visitors alike. Helen McCabe Park, as the first recreational site that travelers encounter when driving southbound through the Canyon, is a natural location for an interpretive center to highlight the scenic byway resources.

The Park was named after Dr. Helen McCabe who was a Professor of Recreation at Central Washington University and was a leader in recreation programs throughout the Pacific Northwest. The Park was acquired by the Washington State Department of Parks and Recreation (Parks) in 1973. It is a 64 acre park that contains ½ mile of riparian habitat along Wilson Creek and a 7 acre pond that is stocked with various fish species. At the end of February 2015 State Parks will transfer 20 acres of the park to Kittitas County so the interpretive center can be constructed.

The Yakima Canyon Interpretive Center at Helen McCabe Park (YCIC) will serve as a resource to visitors and community members, provide science-based education for all ages, and connect our community to nature. Yakima Canyon Interpretive Center will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway - the first designated byway in Washington State.

As visitors travel west toward Seattle, Yakima Canyon Interpretive Center will offer interpretation of the lands they've passed through and introduce them to the forests to come. For visitors traveling east and south to recreate, the Center will expand their understanding of the value of arid lands. For our local communities Yakima Canyon Interpretive Center will help increase the livability of our region, provide jobs, and promote economic development and diversity of our tourism industry.

Yakima Canyon Interpretive Center will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway.

This project requires a public-private partnership to succeed. Federal funding from the Scenic Byways program of the Federal Highway Administration is overseen by the WA Department of Transportation. The WA Department of Parks and Recreation owns the property and will transfer ownership of the Park to Kittitas County. Kittitas County is the Local Agency controlling the Federal grant and will sign agreements with WA Department of Transportation and oversee the construction of the Center.

KEEN is a private not-for-profit organization that will manage and operate the Center once constructed. There is the potential of a joint partnership with the Kittitas County Chamber of Commerce, but those

details have not yet been worked out. The Yakima Canyon Interpretive Center will be designed to have maximum flexibility of use in order to accommodate KEEN operations as well as allow the County to repurpose the building in the future, should the need become evident.

Major Work to Be Completed and Project Milestones:

Major work to be completed as part of the project include site selection and evaluation, site acquisition, project design, funding, permitting, bidding, and construction.

Site selection is complete and evaluation is ongoing. As part of the evaluation, cultural resource surveys have been completed and approved. Suitability determination is completed as much as possible prior to permitting.

Site acquisition is also ongoing. The County has been working closely with Washington State Parks to transfer the construction site along with 20 acres of the property to Kittitas County. The request went before the Parks Commissioners in November 2014 at a public hearing in Spokane and was approved. The transfer is expected to take place in February or March 2015.

Project design has been underway for several months. The County has acquired the services of Stantec, a design and engineering firm, to assist with the project. Project design is 95% complete at this time.

Substantial funding for the project has been secured. A federal highways grant through WSDOT was secured in the amount of \$797,174.00. In addition, Kittitas County has committed \$200,000.00 of local funds to the project. However, recent estimates show a shortfall of approximately \$130,000 prior to construction and permit completion.

The permitting process has also begun and is expected to be completed by May 2015. Permits required include a Joint Aquatic Resource Permit Application (JARPA), flood permit, shoreline development permit, and boundary line adjustment, Washington Department of Health Group A water system permit, well permit, environmental compliance to satisfy federal funding requirements, WSDOT access permit, and a building permit.

Construction bidding is expected to be approved by funding agencies and advertised in Summer 2015. Construction will begin shortly thereafter.

Comparison of Existing and Proposed Conditions:

Helen McCabe Park is situated at the head of the Yakima River Canyon between Ellensburg and Selah and is largely undeveloped. The only existing amenities include vault toilets and a gravel parking area, both of which were recently developed by Kittitas County, and a simple trail system with interpretive signage constructed by local volunteers. A dilapidated and vacant home is on the property and will be demolished by WA State Parks and the Kittitas Valley Fire District in late February 2015.

As mentioned above, this site is also the gateway of the Yakima River Canyon Scenic Byway. At the time the Byway was designated and the original corridor management plan was created, this site was determined as a preferred location for an interpretive center as proposed in this application.

As we all know, the Yakima River Canyon is a significant destination for tourists traveling to our County and region. Significant investments have been made for infrastructure improvements in recent years by other public agencies who own recreation property in the Canyon. As a result, visitors and use have increased. This project will continue to build upon those improvements and provide a fitting gateway to one of our most significant natural and cultural resources.

Operations/Maintenance Funding Strategy and Business Plan:

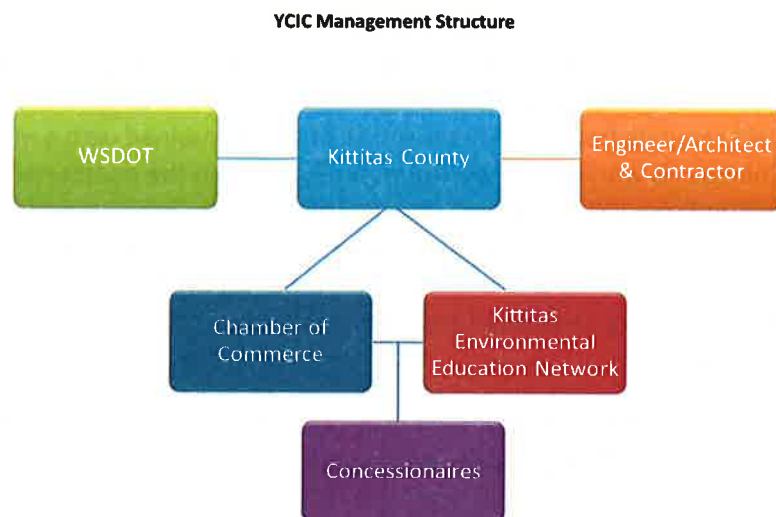
DRAFT Business Plan for the YCIC is attached. A pro-forma in support of the business plan is also being prepared but is not attached at this time. Construction budget from Kittitas County is also attached.

2. Infrastructure Improvements: Please explain the specific infrastructure issues the project addresses and how they directly affect 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.

Preliminary results of the Beckwith County tourism infrastructure assessment show that the majority of respondents to the survey stated they visited the Yakima River Canyon during their trip. KEEN is in the process of tabulating other surveys from user groups (specifically birders, cyclists and anglers – the three largest user groups in the Canyon) and data show that the Yakima River Canyon is one of their favorite recreational destinations (draft report is attached to this application).

The YCIC building will be owned by Kittitas County. Operations and maintenance are planned to be undertaken by KEEN and a possible partnership with the Kittitas County Chamber of Commerce (as shown below). There is the potential for a Visitors Information Center to be housed at YCIC that would provide similar services as the existing Chamber facilities throughout the County. In addition, there is the possibility for concessionaires to offer food & drink, and for an educational shop with regional and artisanal offerings.

Beyond the opportunity to fill up floats with pressurized air, enjoy a picnic in the woods, and the chance to take a fluid-balance-break or a short walk in a natural area, engaging and impactful educational interpretive materials will entice visitors into the YCIC to stay longer, learn about the recreational and tourism-related opportunities in the County, and hopefully extend their stay or plan for a future visit to our area. The YCIC will be another branch on the tourism tree for Kittitas County, Ellensburg and Central Washington.



Traffic data collected and BLM permits recorded show that on an annual basis 1.1 million people drive the Yakima River Canyon and approximately 300,000 of them pay for BLM day use or camping permits during the ~6 months of operation dates. The following table and graph detail our expected audience by type over the first 5 years of operations.

Yakima Canyon Interpretive Center – Expected Audiences



According to WSDOT, the Yakima River Canyon Scenic Byway (YRCSB) sees 1.1 million drivers annually without any significant signage (there are only 2 signs at the beginning and end of the Byway). The YRCSB Partnership is working with the WSDOT to install signage from I-90 and I-82 in both Ellensburg and Yakima. In addition the Partnership will be designing and installing wayfinding signage, branding signage and interpretive signage over the next several years. The Bureau of Land Management, operating the 4 campground/river launch points in the Canyon sees 300,000 paying visitors on an annual basis (though they are only open for paid camping from May-October). All of this, combined with a marketing presence for the YRCSB that the Chamber is working on, will dramatically increase the number of tourists to the Canyon, the only Blue Ribbon Trout Fishery in the State, and all the other recreational offerings in the Canyon. The Partnership is also working on expanding hiking options on public lands, increasing public safety with planned traffic improvements, and implementing other goals of the newly updated Corridor Management Plan (KEEN and Forterra completed the update in August 2014 and are in the process of submitting to WSDOT for adoption).

KEEN and Kittitas County are working closely with the Kittitas County Chamber of Commerce on branding and marketing the Canyon and the YCIC as a tourism destination for our County and region.

For the purposes of this grant request, we have adjusted our numbers of expected visitors defined as 'tourists' based on several factors including peak travel seasons, number of repeat visitors, and local visitors. Further these numbers are calculated from information collected by similar facilities in the area (Wild Horse Visitors Center ~20,000/year and the Yakima Arboretum ~55,000/year) both of which have much less visibility than the YCIC will have.

We believe that the YCIC will capture an increasing percentage of people already traveling on the YRCSB and, when combined with the marketing, signage and other affinity efforts will experience a very large

number of annual visitors that can be defined as 'tourists.' YCIC is located very near the intersection of two interstate highways (I-90 and I-82), and once signage is installed at those exits and wayfinding signage is installed coming from Ellensburg and Yakima, it is safe to anticipate that a percentage of the 1.1 million annual drivers (which will likely increase as well) will stop into the YCIC for at least a bathroom break. For the first several years of operations we are anticipating ~10% of travelers stopping into the Center, or about 100,000 people. We believe that some portion of that 10% of travelers will extend their stay in Ellensburg, the Yakima River Canyon and Kittitas County given information and opportunities provided at YCIC.

The Educational Committee is working on designing materials and information that is engaging for those types of visitors and other experiences for repeat and longer-term visitors. The goal is not only to attract visitors off the highways but also to entice them to extend their stays and thereby directly increase economic activity in the County.

Below are some examples of how we are planning for targeted experiences for various audiences so that we can maximize economic impact from the YCIC and surrounding recreational/tourism-based industry.

Audiences



1. Visitors
 1. Short term visits, low engagement, high need for quick and engaging info, mostly visual and auditory
2. Community members
 1. Longer term visits, high engagement, lifelong learners, target program offerings, engage all senses, can be formal or informal learning
3. K-12 Formal
 1. Coordinate formal learning with state standards, engage with teachers to plan annually
4. University
 1. Long term studies/ research on site, cooperative efforts, practicums and on-the-job training

Methods of Communication

- ☞ Visitors
 - ☞ Displays - highly visual/touch oriented
 - ☞ Portable information - podcasts/QR codes etc
 - ☞ Tactile materials - maps, fish rubbings for kids to take etc
 - ☞ Interpretive panels along roadway
- ☞ Community members
 - ☞ Field trips, lectures, etc etc
 - ☞ Meeting spaces for groups
 - ☞ Science monitoring on site
 - ☞ Docent programs, center staffing, program offerings, naturalist certifications, etc
- ☞ K-12
 - ☞ Nature mapping, long-term tracking, hands-on science
 - ☞ Tied to core standards for State
- ☞ CWU
 - ☞ Continuing education offerings
 - ☞ Practicums and on-the-job training for various departments
 - ☞ Professors lead courses/programs/field trips etc for public service requirements
 - ☞ Long term science on site
 - ☞ Venue for lectures

Types of Learning

- ☞ Visitors
 - ☞ Visual, simple, auditory, touch, engaging, quick, portable
- ☞ Community Members (better define this audience)
 - ☞ Repeated courses, longer term, single or multiple topics, in-depth learning, service projects, hands-on
- ☞ K-12
 - ☞ Service projects, hands-on, coordinated with state standards, meet teachers needs
- ☞ University
 - ☞ Service projects, research, science projects

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

Grant funds will be used for assisting with construction of the facility itself. An itemized cost estimate is attached for your review.

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.

WA State Parks is in the process of transferring 20 acres of Helen McCabe Park to Kittitas County in support of this project. Anticipated date of transfer is March 2015. Map is attached.

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.

n/a

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.

This project is part of an overall strategy to continue development of the Yakima Canyon Scenic Byway. The first phase of that renewed effort was to update the Corridor Management Plan (CMP) which had not been updated since the Byway was first designated in 1968. Funding for that update was provided by Forterra, Kittitas County, WSDOT, and numerous other partners and stakeholders. Those involved in that process include Forterra, KEEN, WSDOT, Kittitas County, WA State Department of Fish & Wildlife, Bureau of Land Management, the City of Ellensburg, City of Selah, Kittitas County Chamber of Commerce and several other private and public organizations.

The Yakima Canyon Interpretive Center project itself began as a community-based grass roots effort as local volunteers from KEEN took it upon themselves to apply for grant funding for this facility. Through their efforts, they secured a grant and as a result, KEEN and Kittitas County are working together to make this vision a reality. Kittitas County will ultimately own and be responsible for the facility. Letters of support from the original grant applications are attached for your review.

7. Studies: Please attach any feasibility or other studies that demonstrate linkages between the proposed project and the anticipated tourism impacts.

The County is currently undertaking a study of tourism infrastructure in the County – results are expected later in 2015. In addition, Yakima River Canyon Scenic Byway Feasibility Study 2014: Anglers, Birders, and Cyclists is attached.

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.

A detailed project schedule (gant chart) is attached for your review. We are still currently in the preconstruction phase. Items 1-14 on the list are complete.

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

 01/30/15

Title Date

Tourism-Related Capital Project Budget (If Applicable)

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

Funding Sources

Lodging Tax Grant Request	\$250,000.00
Other Grant Funds	
WSDOT/Federal Highways	\$796,174.00
(Other grant funding being pursued but none secured at this time)	
Other Government Funds	
Kittitas County	\$200,000.00
Total Available Funding	\$1,246,174.00

Project Expenses

Real Property or "Right-of-Way" Acquisition Cost	\$13,357.09
Capital Asset Cost	\$0
Construction Cost	\$857,674.00
(See Itemized cost estimate attached and 1/20/15 estimate)	
Soft Costs (See 1/20/15 estimate attached for more detail)	
Design	\$251,333.13
Environmental	\$2,395.00
Total Project Costs	\$1,124,759.22

Tourism-Related Facility Operational Funding Narrative

(Kittitas County 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. 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



Title



Date

Lodging Tax Capital Project Rating Form

Criteria	Points Possible	Application Questions	Points Awarded
Demonstrated Need	Up to 20	Question 5	
Stakeholder Support	Up to 5	Question 6	
Feasibility Analysis Completed	10 Yes = 10 No = 0	Question 7	
Promotes Tourism/ Increases Economic Activity Resulting From Tourists	Up to 25	Question 2	
Project Readiness	Up to 20	Question 8	
Applicant's Matching Funds	Up to 20 Less than 30% = 0 30% - 35% = 5 36% - 39% = 10 40% - 50% = 15 50% or more = 20	Capital Project Budget	

KEEN—www.klitasec.net
YCIC—www.ycic.org
Phone—509.551.8807
Email—klitasec@gmail.com
Mail—414 South Willow Street
Ellensburg, WA 98926

Yakima Canyon Interpretive Center

www.ycic.org

Enriching our Community by Inspiring Passion for Nature through Experience, Education, and Stewardship

You Belong...You Are Welcome Here



YCIC Legacy Program



Leave your legacy permanently, honor a family member's memory, or become a corporate partner by 'naming' elements of the Yakima Canyon Interpretive Center.

Legacy Opportunity	Number of Opportunities	Cost of Legacy Opportunity
YCIC Building	1	\$2 million
Main Display Hall	1	\$1 million
North Meeting Room	1	\$500,000
South Meeting Room	1	\$500,000
Education Room	1	\$250,000
Entry Hall	1	\$150,000
Wildlife Viewing Sitting Area	1	\$100,000
Trail System	1	\$100,000
Natural Playgrounds	2	\$75,000 each
Dock and Viewing Platform	3	\$50,000 each
Bird & Butterfly Native Plant Gardens	4	\$45,000 each
Picnic Areas	4	\$35,000 each
Habitat Restoration Areas	10	\$10,000 each
Outdoor Benches and Seating	20	\$1,000 each
Basalt Stones with Engraved Names	500	\$500 each
Trees	500	\$200 each
Shrubs	1,000	\$100 each

Legacy Program Details

- Donations are made to the Kittitas Environmental Education Network (501c3)
- Donations made under the Legacy program are deductible to the fullest extent of the law. KEEN's Tax ID is 22-3849021
- Donations of \$100,000 or above made under the Legacy program will be invested into a long-term endowment fund to ensure continued operations and maintenance for YCIC.
- Donations of less than \$100,000 will be used to install the Legacy opportunity (i.e.: natural playground) and any amount not used in the installation will be invested in the long-term endowment.
- Interest payments from the endowment will be used to help cover operational costs on an annual basis.
- The Legacy program will allow YCIC to fully realize our educational and environmental stewardship goals long into the future.
- All Legacy program donors will be recognized within the YCIC in prominent locations or on the Legacy opportunity (i.e.: bench plaque) and in all YCIC publications, annual reports, website and other outreach and media.

YCIC Volunteer Program



KEEN has a long and strong legacy of local volunteers who provide hundreds of hours annually to help with education, outreach, fundraising, and habitat restoration.

We need you...you belong...and you are welcome here!

Recurring Opportunities	Ad Hoc Opportunities
KEEN Board of Directors	Special Events Planning and Staffing
YCIC Education Committee	Docents
YCIC Habitat Restoration Committee	Field Trip Leaders
YCIC Fundraising Committee	YCIC Entry Hosts
	Planting and Habitat Maintenance
	Internships

Here's how to find out more about volunteer opportunities and to stay in touch:

KEEN—www.kittitassee.net
YCIC—www.ycic.org
Phone—509.551.8807
Email—kittitassee@gmail.com
Mail—414 South Willow Street
Ellensburg, WA 98926

YCIC Concessionaire Opportunities

We are looking for concessionaire partners to operate supporting businesses within the YCIC that we don't have the expertise to undertake. Are you that partner? Let us hear from you!

YCIC Nature Preschool

For 3-5 year olds; concessionaire must be fully licensed preschool provider

YCIC Merchandising Services

Food and beverage services for YCIC guests; must be licensed and prepare business plan for review annually.

Concessionaire agreements will be determined on an individual basis. Please get in touch with KEEN at 509-551-8807 to discuss opportunities.

In 1967 the State Legislature established the scenic and recreational byway system and identified the 25 miles of SR821 through the Yakima River Canyon as a scenic byway – the first designated Byway in the state.

The byway, which starts on the north end near Ellensburg at Helen McCabe Park and continues south to Selah Creek near Yakima, contains important natural, recreational, and cultural resources that have intrinsic value for our local community and visitors alike.

Helen McCabe Park, as the first recreational site that travelers encounter when driving southbound through the Canyon, is a natural location for an interpretive center to highlight the intrinsic values of the Yakima Canyon.



Yakima Canyon Interpretive Center
1" = 30'



Interpretive
Center

Proposed
Parcel Configuration



ORDER OF MAGNITUDE PROJECT COSTS

Yakima Canyon Interpretive Center

Cost Estimate

Stantec Architecture Inc.

Yakima, WA

New structure

Jan. 2015

Project Phase: Design Development

Gross SF: 3052

Div	Units	Quantity	Unit Cost	Cost
Description				
General				
Dump Charges	LS	1	\$500.00	\$500
Dumpster rental	Week	6	\$500.00	\$3,000
Project cleanup	LS	1	\$1,200.00	\$1,200
Excavation and Fill				
Structural Excavation	CY	200	\$20.00	\$4,000
Structural Fill	CY	50	\$4.00	\$200
Sand Bedding	CY	20	\$3.75	\$75
Back fill	CY	40	\$3.50	\$140
Finish Grading	SY	500	\$0.91	\$455
Hauling	LSUM	1	\$750.00	\$750
Floor Construction				
Pad Footings (36x36x12)	EA	59	\$100.00	\$5,900
Concrete Columns (18x18x5')	EA	59	\$552.00	\$32,568
3-1/8" x 16-1/2" GLB	LF	400	\$19.50	\$7,800
6-3/4" x 16-1/2" GLB	LF	235	\$35.50	\$8,343
14" TJI joists	SF Flr	3052	\$3.09	\$9,431
3/4" Flooring Plywood	SF Flr	3052	\$2.25	\$6,867
1" polyiso insulation	SF Flr	3052	\$1.27	\$3,876
R-30 batt insul.	SF Flr	3052	\$1.79	\$5,463
Vapor retarder	SF Flr	3052	\$0.20	\$610
Sheathing (underside)	SF Flr	3052	\$1.19	\$3,632
Waste pipe chase	Est.	3	\$250.00	\$750
Utilities chase (concrete)	CY	3	\$490.00	\$1,470
Access door	EA	1	\$400.00	\$400
Treated 2x10 joists	LF	1930	\$5.05	\$9,747
Composite decking	SF	4250	\$6.09	\$25,883
Railing	LF	200	\$63.50	\$12,700
Stairs	Est	2	\$2,500.00	\$5,000
Ramp	Isum	1	\$4,000.00	\$4,000
Misc. hardware/paint/sealant	Isum	1	\$750.00	\$750
Resilient flooring (in lieu of polished conc.)	SF	1150	\$7.50	\$8,625
Roof & Wall Framing				
Exterior Walls (365 LF/3400 SF)	LF	365	\$16.20	\$5,913
Interior Bearing Walls (102 LF/1000 SF)	LF	100	\$16.20	\$1,620
Interior Partitions (161 LF/1465 SF)	SF	161	\$13.90	\$2,238
Plumbing Walls (12 LF/111 SF)	SF	12	\$16.20	\$194
Sheathing - Ext. Wall	SF	3400	\$1.49	\$5,066

Div	Units	Quantity	Unit Cost	Cost
<u>Description</u>				
Sheathing - Roof	SF	4081	\$1.33	\$5,428
6" Ø Steel Col.	EA	4	\$620.00	\$2,480
3" Ø Steel Col.	EA	1	\$287.00	\$287
11-7/8" TJI L65 (707 LF)	MLF	0.707	\$3,425.00	\$2,421
11-7/8" TJI H90 (1442 LF)	MLF	1.442	\$3,425.00	\$4,939
2x8 Roof Joists (270 LF)	MBF	0.36	\$1,475.00	\$531
11-7/8" x 1-3/4" LVL	LF	150	\$9.90	\$1,485
11-7/8" x 5-3/4" PSL	LF	120	\$25.50	\$3,060
Headers (140 LF)	MBF	0.552	\$2,450.00	\$1,352
Blocking & Misc. Framing	LSUM	1	\$2,000.00	\$2,000
Miscellaneous hardware	LSUM	1	\$1,000.00	\$1,000
<u>Insulation, Waterproofing, & Exterior Finishes</u>				
Air Barrier	SF	3400	\$0.29	\$986
Vapor retarder - Wall	SQ	34	\$19.70	\$670
Vapor retarder - Roof	SF	2813	\$0.29	\$816
Rigid Insul - Roof	SF	4081	\$1.75	\$7,142
Rigid Insul - Wall (1-1/2" Isocyanurate)	SF	3400	\$1.47	\$4,998
TPO Membrane, loose laid, ballasted	Sq	41	\$146.00	\$5,986
Misc roof carpentry	LSUM	1	\$500.00	\$500
Batt insulation - Roof (R-30)	SF	2813	\$1.90	\$5,345
Batt insulation - Wall (R-19)	SF	3400	\$0.88	\$2,992
16 Gauge Fascia Cover	LF	450	\$8.90	\$4,005
Continuous Vent Strip	LF	450	\$3.58	\$1,611
Plywood cedar soffit panel	SF	1100	\$3.00	\$3,300
Horizontal Redwood Siding	SF	1500	\$6.85	\$10,275
Cedar Battens	LF	900	\$3.17	\$2,853
Misc. Wood Trim	LSUM	1	\$1,000.00	\$1,000
303 grade exterior plywood siding	SF	2000	\$3.41	\$6,820
Gutter	LF	50	\$26.50	\$1,325
Downspouts	EA	2	\$60.00	\$120
Misc. Metal Flashing & Trim	LSUM	1	\$500.00	\$500
Sealant	LSUM	1	\$500.00	\$500
Paint / Stain - Exterior	SF	3400	\$1.10	\$3,740
<u>Casework</u>				
Countertop	LF	34	\$50.00	\$1,700
Casework	LF	14	\$350.00	\$4,900
Workstation casework	LSUM	1	\$2,500.00	\$2,500
<u>Interior Finishes</u>				
Drywall - walls	SF	8400	\$1.58	\$13,272
Cedar Siding	SF	400	\$6.00	\$2,400
Acoustic Panel Ceiling	SF	1000	\$3.77	\$3,770
Drywall - Ceiling	SF	1650	\$1.89	\$3,119
Floor artwork	LSUM	1	\$5,000.00	\$5,000
Paint - walls	SF	8400	\$0.42	\$3,528
Paint - ceilings	SF	1650	\$0.42	\$693
Window sills	EA	14	\$50.00	\$700
Ceramic tile	SF	500	\$7.50	\$3,750
Sealant	LSUM	1	\$250.00	\$250

Div	Units	Quantity	Unit Cost	Cost
<u>Description</u>				
Base	LF	1000	\$2.96	\$2,960
VCT	SF	350	\$3.48	\$1,218
Misc. Interior Finish items	LSUM	1	\$500.00	\$500
<u>Doors, Windows, & Storefront</u>				
Overhead Doors	EA	2	\$5,000.00	\$10,000
Exterior doors	EA	2	\$750.00	\$1,500
Exterior double doors	EA	4	\$1,225.00	\$4,900
Interior alum. doors	EA	3	\$650.00	\$1,950
Interior HM wood doors	EA	3	\$305.00	\$915
Single Door Frames	EA	8	\$236.00	\$1,888
Double Door Frames	EA	4	\$350.00	\$1,400
Sliding door	EA	1	\$500.00	\$500
Hardware	Opng.	12	\$640.00	\$7,680
Translucent panels	LSUM	1	\$6,000.00	\$6,000
Windows	EA	14	\$655.00	\$9,170
<u>Misc. Equipment</u>				
Toilet partition - ADA	EA	2	\$1,450.00	\$2,900
Toilet partition - standard	EA	1	\$1,125.00	\$1,125
Urinal Screen	EA	1	\$550.00	\$550
Mirror	EA	2	\$151.00	\$302
Grab bars	EA	2	\$150.00	\$300
TP dispensers	EA	3	\$50.00	\$150
Soap Dispenser	EA	3	\$80.00	\$240
Paper Towel Dispensers	EA	1	\$85.00	\$85
Paper Towel Dispenser / Waste Receptacle	EA	2	\$380.00	\$760
Appliances (N.I.C.)	N/A			\$0
Fire Extinguishers / Cabinets	EA	3	\$350.00	\$1,050
Roof Access Ladder	EA	1	\$750.00	\$750
Roof Access Hatch	EA	1	\$800.00	\$800
Corner Guards	EA	12	\$36.00	\$432
<u>Mechanical</u>				
Estimate	LSUM	1	#####	\$49,035
<u>Plumbing</u>				
Estimate	LSUM	1	#####	\$29,550
<u>Electrical</u>				
Estimate - building	SF Flr	3052	\$12.50	\$38,150
<u>Site Electrical</u>				
Electric service to building (Puget Sound Energy)				
ROM from service provider, power to w/in 100' of building	Est.	1	#####	\$16,000
3#4/0 in 2" PVC, trench & backfill, \$30/LF x 130	Est.	1	\$4,000.00	\$4,000
Telecom service to building (Fairpoint Communications)	Est.	1	#####	\$10,000
Extend power to well pump	Est.	1	\$1,140.00	\$1,140
<u>Civil</u>				
Site Preparation and Grading				

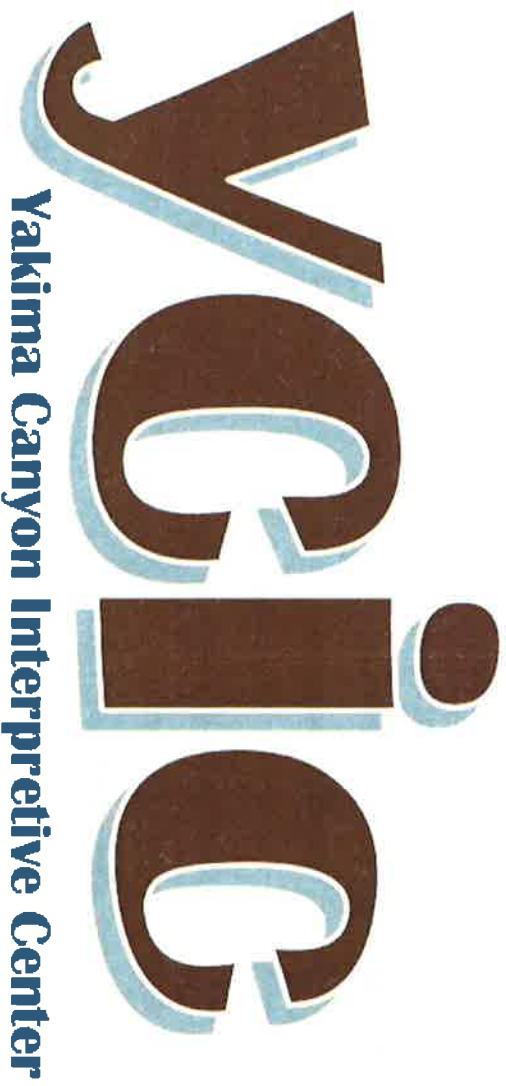
Div	Units	Quantity	Unit Cost	Cost
<u>Description</u>				
Clearing and Grubbing	SY	1400	\$1.00	\$1,400
Common Borrow (including Haul)	CY	470	\$12.00	\$5,640
Topsoiling and Seeding	LSUM	1	\$1,700.00	\$1,700
<u>Water</u>				
Well installation (drill and complete install)	LS	1	#####	\$10,000
Well Pump	ea	1	\$1,000.00	\$1,000
Well Pump Controller	ea	1	\$200.00	\$200
Pressure switch	ea	2	\$100.00	\$200
1.5" Sch 80 PVC Pipe	ft	200	\$3.25	\$650
2" Sch 80 PVC Pipe	ft	20	\$5.50	\$110
16" Sch 80 end cap	ea	2	\$740.00	\$1,480
16" Saddle	ea	3	\$750.00	\$2,250
16" Sch 80 90 deg EL	ea	2	\$1,715.00	\$3,430
1.5 and 2" Sch 80 PVC Pipe Fittings	ea	15	\$42.00	\$630
Flow meter	ea	1	\$1,000.00	\$1,000
Sodium Hypochlorite storage	ea	1	\$100.00	\$100
CT Chamber (16" Sch 80 PVC)	ft	22	\$148.00	\$3,256
Chlorinator (dosing pump)	ea	1	\$1,500.00	\$1,500
Hydropneumatic tank on booster	ea	1	\$4,250.00	\$4,250
Valves	ea	1	\$225.00	\$225
<u>Sewer</u>				
1.5" Sch 80 PVC Pipe	ft	200	\$3.25	\$650
1.5 and 2" Sch 80 PVC Pipe Fittings	ea	5	\$42.00	\$210
4" Sch 80 PVC Pipe	ft	20	\$13.50	\$270
4" Sch 80 PVC WYE	ea	1	\$405.00	\$405
1500 Gal Wilbert Precast 1634 Septic Tank	ea	2	\$1,315.00	\$2,630
Orenco PF3005 Effluent dosing pump	ea	1	\$600.00	\$600
Subtotal:				\$566,899
General Conditions/Construction Costs/Mark-ups/Taxes				
General Conditions and Contractor Costs (PM, Sup't, QAQC)	%	Project	8.00%	\$45,352
Mobilization/start up/Temp facilities	%	Project	1.50%	\$8,503
Bonds/Insurance -Allowance	%	Project	2.25%	\$12,755
Permitting and Plan Review Fees (Bldg, plan review, etc.)	%	Project	0.00%	\$0
ROW Permits/Fees	N/A			\$0
Misc. Taps/Fees (water meter, water connections, fire line)	N/A			\$0
Contractor Markup (OH&P)	%	Project	10.00%	\$56,690
Washington State Sales Tax (WSST)	%	Project	8.00%	\$50,567
Construction Escalation Factor @ 0.25% per month	3	Month	0.25%	\$5,556
Subtotal				\$179,424
Total - Estimated Construction Cost				\$746,322
Miscellaneous Project Costs				
Project Fees and Services (Arch, Engineer'g, Geo-tech, etc.)	N/A	Project	0.00%	\$0
Owner Soft Costs (Project Admin, Test/Inspect, IT, etc.)	N/A	Project	0.00%	\$0
Furnishings & Equipment (By Owner - Not Included)	N/A	Project	0.00%	\$0
Project Contingency	%	Project	8.00%	\$45,352
Subtotal				\$45,352
Total Project Cost				\$791,674

Estimate as of: January 20, 2015

YAKIMA CANYON INTERPRETIVE CENTER ESTIMATE

Description	Design	Environmental	Acquisition	Construction	Miscellaneous
Consultant - Architect					
Contract, RES #2014-067	\$ 163,660.16				
Supplement Request Pending Approval:					
01-08-15: Foundation, flooring, cultural, well permit	\$ 49,564.24				
Less: SEPA & Flood Permit, Environmental to be performed by county staff	\$ (7,026.97)				
Total Architectural Fees	\$ 206,197.43				
Staff Costs:					
Salary (Jan 1 - Dec 31, 2014)	\$ 10,899.50				
Benefits (Jan 1 - Dec 31, 2014)	\$ 6,600.34				
General Fund Cost Allocation (Jan 1 - Dec 31, 2014)	\$ 1,587.44				
Equipment Rental (Jan 1 - Dec 31, 2014)	\$ 506.80				
Estimated Design, Enviro, Acquisition & Admin by Staff Environmental, archaeology, BLA, shoreline permit, WSDOT RAW acquisition, USACE pond/heat pump, submittal to WSDOT for construction review/funding	\$ 25,000.00				
Other Costs					
WSDOT Engineering, Administration	\$ 116.40		\$ 144.51		
KC CDS SEPA, Shoreline Development Permit		\$ 2,120.00			
KC PH - Well Inspection		\$ 275.00			
Legal notices advertising	\$ 425.22				
Property Acquisition					
WSDOT Estimate - RAW Property Acquisition			\$ 5,000.00		
Survey Estimate - Cruse & Assoc, not to exceed			\$ 6,525.00		
Kittitas Co CDS - Public Fac, Applic.			\$ 750.00		
Kittitas Co CDS - Boundary Line Adj.			\$ 595.00		
Legal Notice of Public Hearing, Land Transfer			\$ 72.58		
Title Report			\$ 270.00		
Construction Estimate					
Consultants Estimate - 01/15/15				\$ 746,322.00	
Contingency				\$ 45,352.00	
Design Change - Slab (Not Incl. in consultant estimate)				\$ 16,000.00	
Estimated Construction Admin by Staff Project oversight incl. federal requirements, contractor pay estimates, grant reimbursement				\$ 50,000.00	
Other					
Total Estimated Costs	\$ 251,333.13	\$ 2,395.00	\$ 13,357.09	\$ 857,674.00	\$ -
ESTIMATED TOTAL PROJECT COSTS					\$ 1,124,759.22
PROJECT BUDGET:					
Funding:					
WSDOT Grant				\$ 796,174.00	
Public Facilities Fund				\$ 200,000.00	
Total Funding				\$ 996,174.00	
Estimated Cost:				\$ (1,124,759.22)	
BUDGET REMAINING:				\$ (128,585.22)	

[illegible]



Yakima Canyon Interpretive Center

Business Plan

2015-2020

Contact Information:

Kittitas Environmental Education Network

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509.551.8807

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Executive Summary

The Yakima Canyon Interpretive Center (YCIC) will serve as a resource to visitors and community members, provide science-based education for all ages, and connect our community to nature. YCIC will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway - the first designated byway in Washington State.

The original 1968 Corridor Management Plan for the Yakima River Canyon Scenic Byway (YRCSB) indicated that an interpretive visitor's center should be located at the mouth of the Canyon at Helen McCabe Park.

Chamber will sign management agreements with the County and with each other. YCIC will be designed to have maximum flexibility of use in order to accommodate KEEN and Chamber operations as well as allow the County to repurpose the building in the future should the need become evident.

YCIC operations will be designed, and continually refined and updated, to provide for the maximum flexibility in revenue generation. Annual budgets, annual plans and strategic efforts will be completed and approved by KEEN and the

Chamber in order to cover expenses, provide for maintenance needs, and ensure that neither organization is negatively financially impacted by the YCIC.

YCIC anticipates professional staff hired within the first 3 years of operations, significant volunteer staff and student interns/practicums, agreements with concessionaires, event and meeting rentals, several thousand visitors annually (based on existing traffic counts), educational programs and partnerships with schools and universities, visitor services to promote regional tourism, and educational programming for visitors.

KEEN and the Kittitas County Chamber of Commerce are private not-for-profit organizations who will cooperatively manage and operate YCIC once constructed. KEEN and the

Introduction

In 1967 the State Legislature established the scenic and recreational byway system and identified the 25 miles of SR821 through the Yakima River Canyon as a scenic byway – the first designated Byway in the state. The byway, which starts on the north end near Ellensburg at Helen McCabe Park and continues south to Selah Creek near Yakima, contains important natural, recreational, and cultural resources that have intrinsic value for our local community and visitors alike.

Helen McCabe Park, as the first recreational site that travelers encounter when driving southbound through the Canyon, is a natural location for an interpretive center to highlight the scenic byway resources. The Park was named after Dr. Helen McCabe who was a Professor of Recreation at Central Washington University and was a leader in recreation programs throughout the Pacific Northwest. The Park was acquired by the Washington State Department of Parks and Recreation (Parks) in 1973. It is a 64 acre park that contains ½ mile of riparian habitat along Wilson Creek and a 7 acre pond that is stocked with various fish species.

KEEN began working on the idea of a Center and in 2009 the dream started to seem possible when KEEN secured funds from Kittitas County and the Yakima Valley Community Foundation to complete a Master Plan for YCIC. When the plan was completed in 2011, KEEN submitted a grant request to the Scenic Byway grant program administered by the Federal Highway Administration. In the summer of 2012 KEEN

was notified that YCIC not only received the full federal grant request, but that the project was also the largest funded project in the state that year. Then the real work began.

KEEN spent much of 2012 and 2013 meeting with community and state leaders to establish partnerships, funding the required federal match (securing Distressed County Tax Funds in partnership with Kittitas County), creating programming plans, and finalizing management and operation needs. KEEN gathered community partners, established working committees, drafted legal agreements with Kittitas County (who will ‘own’ but not run or manage YCIC) and the Kittitas County Chamber of Commerce (who will be a partner in management of YCIC). KEEN also conducted surveys, outreach, and have been highlighted in the press multiple times since receiving the federal grant – community support for the project has been overwhelmingly positive.

Yakima Canyon Interpretive Center strives to recognize, interpret and promote the uniqueness and intrinsic values of the Yakima River Canyon Scenic Byway by sharing the story of its natural and cultural history, its heritage.

Mission of the Interpretive Center

The Yakima Canyon Interpretive Center (YCIC)

will serve as a resource to visitors and community members, provide science-based education for all ages, and connect our community to nature. YCIC will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway - the first designated byway in Washington State.

The future of conservation depends on our ability to understand, appreciate and enjoy the natural world around us, no matter where we live.

Sustainable principles and practices will guide the character and development of YCIC facilities and grounds. YCIC will be an example of LEED certified building practices. The design, development, and management of YCIC's grounds will showcase native landscape design and maintenance.

Our Values – What We Believe

- Power of Community – we encourage people to see themselves as part of a diverse community of nature enthusiasts within the community of nature.
 - Respect for all life – we show respect for all living things by seeking to understand, by celebrating diverse viewpoints, and by acting with kindness and empathy.
 - Personal Experience – there is no substitute for being IN nature. We maintain our lands for maximum biodiversity to provide unique personal experiences and education. Frequent experiences in nature are critical to the physical, emotional, intellectual and spiritual health of all people.
 - Stewardship for the Land – we recognize the interdependence of all living things and strive to maintain the web of life by preserving, restoring, and protecting our land.
 - Commitment of Sustainability – we make choices that are environmentally responsible, economically viable, and socially equitable for the long term stability of our organization, our region and the earth.
- YCIC will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway.

Our Principles – How We Behave

- Provide a welcoming atmosphere – we provide the best possible experience for each visitor by maintaining a safe and natural environment.
- Act with Integrity – we maintain the trust and respect the point of view of members, donors and the community. We observe the highest ethical and fiscal standards and are accountable to all constituencies.
- Provide Diverse Experiences and Educational Programs – we immerse people in nature through a variety of individual and organized group activities. We engage people of all ages in frequent experiences in nature.
- Empower People to Share their Love and Knowledge of nature – we foster an ethic of influence by providing opportunities for people to act on their positive values toward nature through sharing with others, volunteer service and financial contributions.
- Deliver Science-Based Nature Interpretation – we provide hands-on, science-based interpretive experiences and utilize the inquiry method in our teaching. We teach people how to think, not what to think.
- Collaborate – we seek opportunities to build relationships and partnerships in order to strengthen our community. We embrace a spirit of teamwork and mutual support with staff, volunteers, members, donors, visitors, and other organizations.
- Manage our Lands – we actively manage our lands to

provide and maintain in perpetuity a mosaic of habitats for visitor experience, education and research. We string to mainaing healthy ecosystems by enhancing, restoring, and preserving native biodiversity.

Our Core Strength - What stands out above all else

Expertise in:

- Understanding and interpreting natural history of this region
- Managing the land, and
- Connecting people to nature

Our Unique Niche – what we can be best at

Nurturing and strengthening an emotional connection between people and nature on our land.

Our Operational Model – Price, Customer or Product Centered?

We are product centered – our products is the intimate relationship with nature provided by experiences on our unique land. To maintain our products, we must carefully manage our lands and limit the kinds of activities permitted.

Our Core Customers – Our Target Audience

Nature enthusiasts: people who enjoy the outdoors and appreciate

nature.

Educational Philosophy

Philosophy One – Science-based nature interpretation is more effective than environmental education.

YCIC will:

- Inspire people to acquire and use the widely available information that exists about science, civics and the environment
- Provide authentic, multi-sensory, hands-on experiences outdoors which encourage active participation and curiosity
- Model inquiry and critical thinking skills which define science and inspire learning
- Remove barriers and provide motivations for a few specific behaviors we can impact

Philosophy Two

Empowering nature enthusiasts to share their values can have a positive impact on the broader community

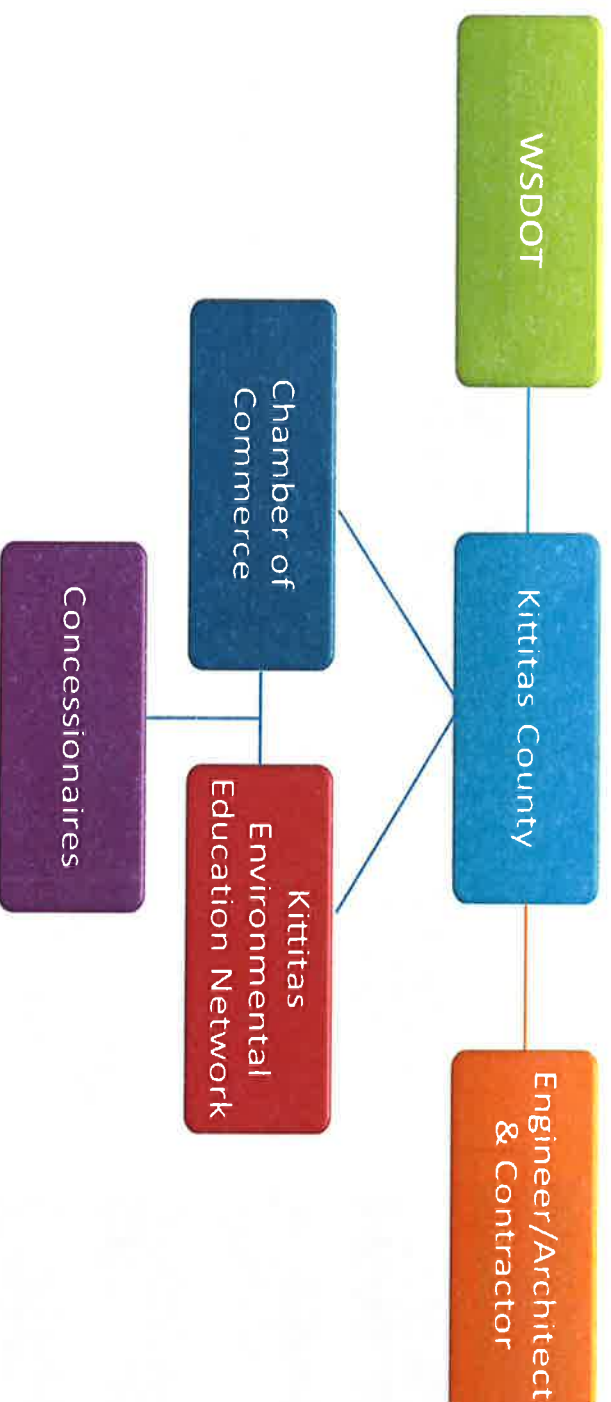
YCIC will:

-

Management Structure – General

This project requires a public-private partnership to succeed. Federal funding from the Scenic Byways program of the Federal Highway Administration is overseen by the WA Department of Transportation. The WA Department of Parks and Recreation owns the property and will transfer ownership of the Park to Kittitas County. Kittitas County is the Local Agency controlling the Federal grant, signed agreements with WA Department of Transportation and will oversee the construction of YCIC. KEEN and the Kittitas County Chamber of Commerce are private not-for-profit organizations who will cooperatively manage and operate YCIC once constructed.

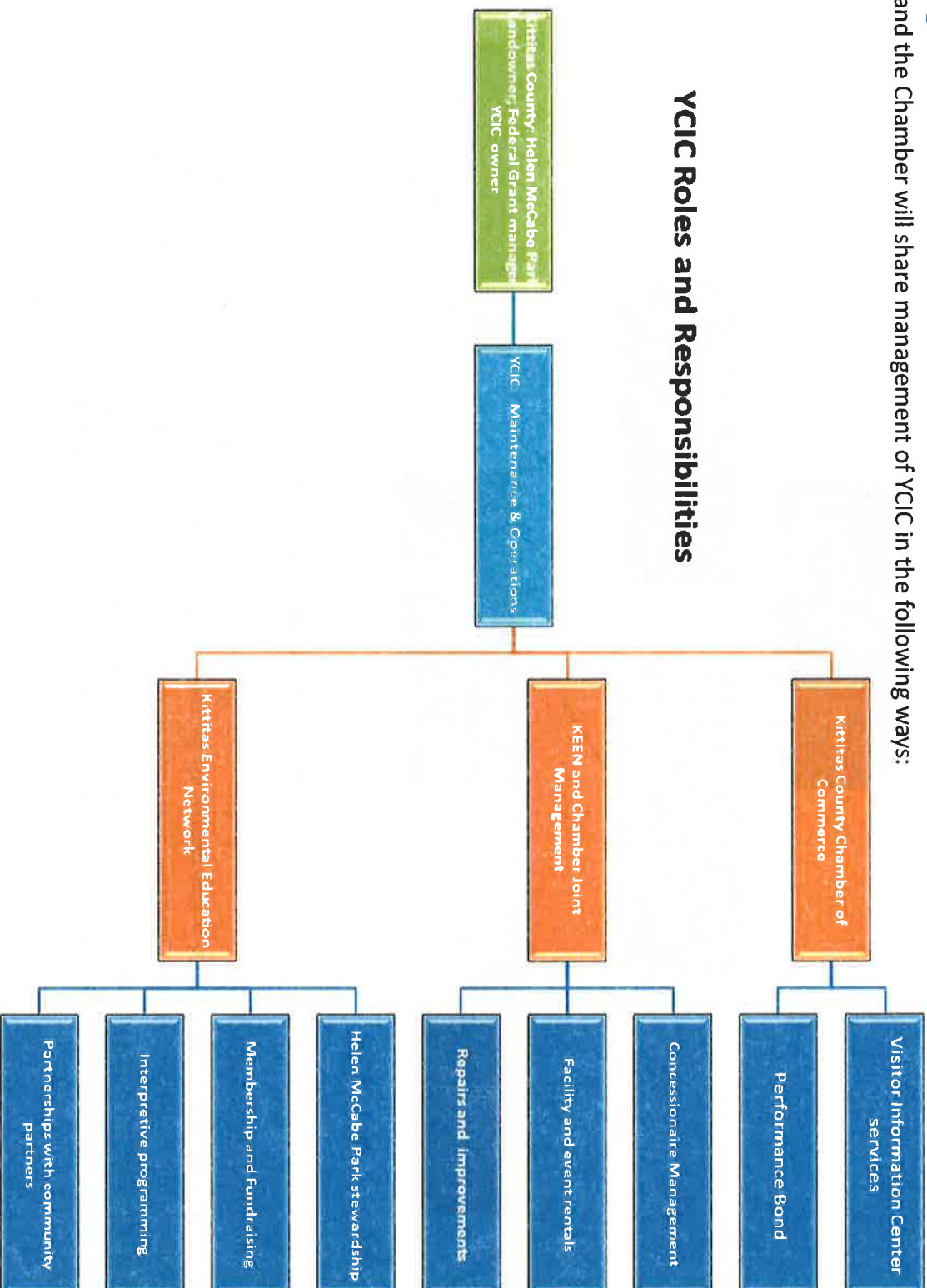
YCIC Management Structure



Management Structure – Roles and Responsibilities

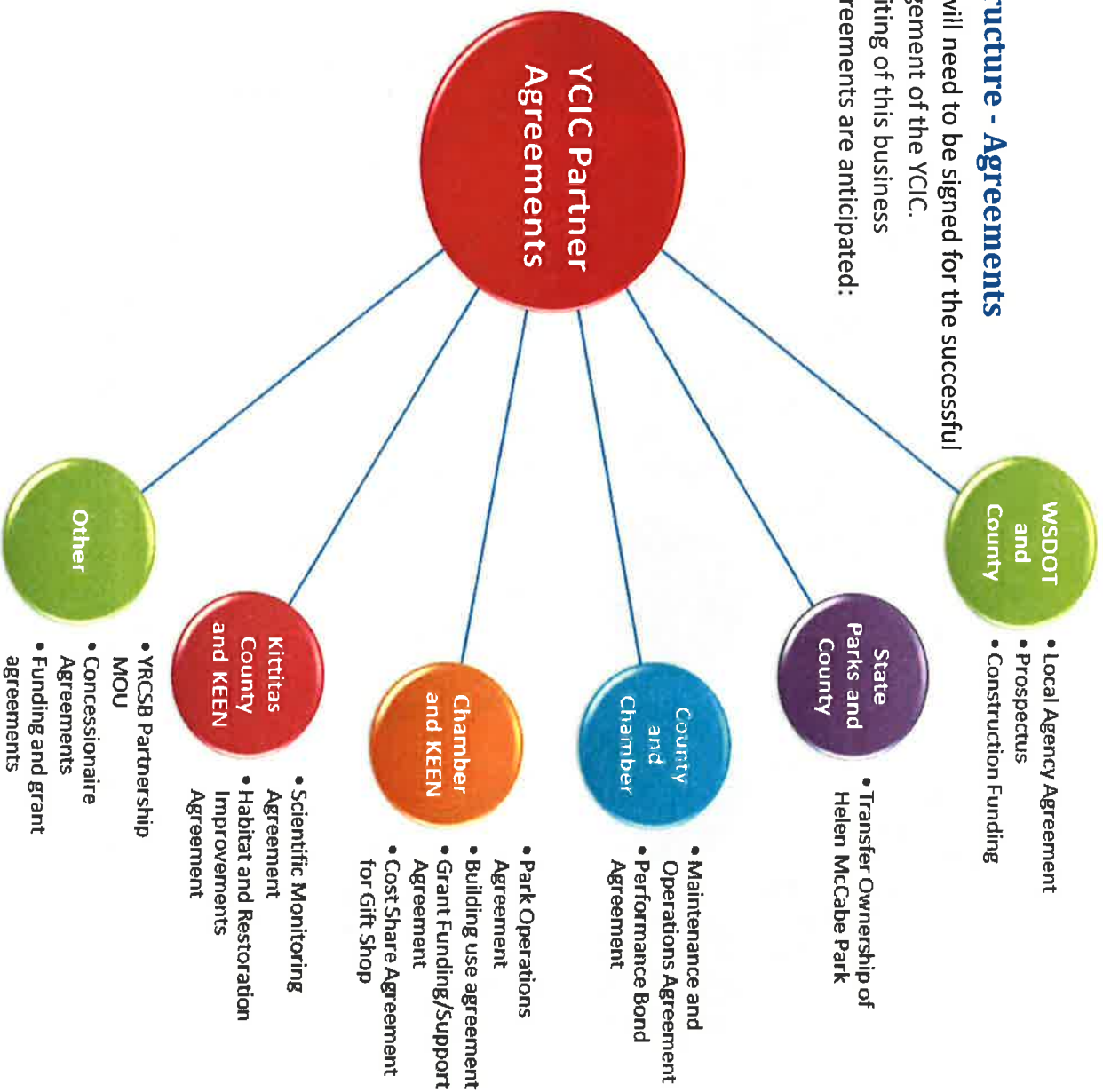
KEEN and the Chamber will share management of YCIC in the following ways:

YCIC Roles and Responsibilities



Management Structure - Agreements

Several agreements will need to be signed for the successful operation and management of the YCIC. At the time of the writing of this business plan the following agreements are anticipated:



Management Structure - Joint Planning

In order to effectively manage the YCIC we anticipate that KEEN and the Chamber will need to proactively plan together on an annual basis. Kittitas County will also be involved, but likely only in relation to land management and/or facility/structural needs based on signed agreements. Examples of joint planning include:



KEEN Background

KEEN was established as a 501(c)3 in 2000 and have been operating in Kittitas County as an all-volunteer organization for the past 14 years. Our mission is to Connect Community to Nature following the principles of environmental education; teaching people ‘how’ to think, *not* ‘what’ to think. KEEN believes in lifelong-learning and provides informal educational opportunities for kids, adults and seniors. KEEN hosts the annual Get Intimate with the Shrub-Steppe event; a series of expert-led field trips, lectures and educational booths that highlight the surrounding endangered landscape, plant and animal communities, weather and geology that together create such a strong sense of place for Central Washington. KEEN also hosts the annual e3 Winter Fair; an environmental farmers market that celebrates the intersection of environment, education and economy. Additionally KEEN convenes informal environmental educators and their organizations in our area to plan our annual event calendars, share best practices and connect volunteers with opportunities to volunteer.

KEEN consists of a Board of Directors of highly committed individuals, and several active committees that focus on specific tasks/projects (40+ people). Geographically KEEN focuses our work on Kittitas County, but KEEN are active in partnering with groups that expand down the Yakima River Valley through Yakima and Benton Counties. Additionally

KEEN have strong partnerships with groups based out of Seattle that increase our reach westwards as well. Our annual operating budget is quite small due to our ability to maximize shared space and volunteer time – KEEN have no overhead costs and few expenses – so it hovers around the \$25,000 mark based mostly on grants, memberships and program income. KEEN expect this budget to drastically increase over the next few years given the Interpretive Center project as it progresses and KEEN are in the process of updating all our policies and procedures to prepare.

Kittitas County Chamber of Commerce Background

The Kittitas County Chamber of Commerce is the largest business support and development organization in Kittitas County, and one of the largest in Central Washington. With just over 500 members representing every business sector, the Chamber and its committees oversee county-wide tourism promotion and economic development initiatives and a range of business support tools including publications, web services, seminars and even leadership development for a new generation. The Chamber is committed to providing members services geared toward promotion and healthy growth to improve Kittitas County’s economic base while maintaining a valued sense of community. With two locations and four major departments, the Chamber provides a wide variety of services to the public, visitors and local businesses.

Community Need and Benefit

In general, it is recognized that interpretive and visitor centers providing environmental education offer numerous benefits to the surrounding communities. In particular, studies have shown that students receiving environmental education achieve higher test scores and grades, develop more advanced critical thinking skills, attain greater achievement motivation, and act with more responsible behavior and environmental stewardship.

Economic Benefits to our Community

- Property values increase in areas surrounding interpretive centers
- Employment for community members
- Interpretive centers are consumers of goods and services
- Interpretive centers are valued amenities – promoted by real estate agents and Chambers of Commerce
- Destination for tourism promotions
- Interpretive centers generate revenue – rentals, gift shop sales etc
- Interpretive centers provide low cost entertainment, education and recreation value
- Attract regional visitors who patronize local businesses
- Positive influence on community development planning

Educational Benefits to our Community

- Natural, environmental, natural resources and outdoor education curriculum that helps students with

- graduation standards in science, environmental education and more
- Intern training sites for college naturalist and teacher programs
- Teaching of ethical stewardship of resources
- Hands-on science and habitat restoration
- Nearby nature education for urbanized families
- Life-long learning opportunities
- Service learning for teens and university students

Personal and Spiritual Benefits to our Community

- Provide opportunities to exercise in a beautiful outdoor natural setting
- Stress relief
- Green space for solitude and contemplation
- Joyful experiences viewing and encountering wildlife
- Safe haven for relaxing in an outdoor space

Social Benefits for our Community

- Location for special events and festivals hosted by YCIC
- Location for special event and festival rentals
- Wedding and private party location
- Fishing and water access to pond
- Social walking, running and cross-country skiing
- Gathering place for families and guests, picnics etc
- Community meeting place
- Volunteer interactions – work parties, docent program, etc

Ecological Benefits for our Community

- Habitat restoration of a degraded landscape

- Control of invasive plant species
- Watershed protection
- Habitat for local flora and fauna
- Provide a site for long-term biological research

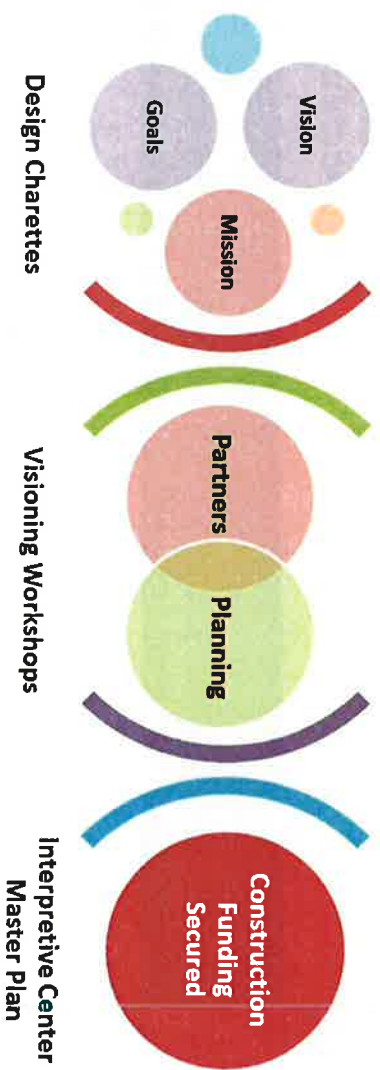
Center Design Process

In 2011 KEEN completed a two-year community-wide planning process to create a Master Plan for the Yakima River Canyon Scenic Byway Interpretive Center (YCIC). The planning process included several meetings, design charrettes and goal setting exercises in which participants from the community discussed the function and services they wanted to see YCIC provide to the Community. Function took precedence over form in the early meetings.

— was designed to accommodate the general operations of the interpretive center, bathrooms, event and meeting rentals, interpretive exhibits and visitor information services. Future phases consider amphitheater, outdoor classroom spaces, picnic areas and laboratory space.

In 2012, KEEN secured \$796,000 from the Federal Highway Department to construct YCIC (the grant is managed by the WA State Department of Transportation). In 2013, Kittitas County secured an additional \$200,000 in state funding for Center construction from distressed County funds.

YCIC Design Process



KEEN secured funding from the Kittitas County Lodging Tax fund and from the Yakima Valley Community Foundation to support hiring an architect to bring together the function discussions into form by creating conceptual building plans and site plans (see Appendix A). The conceptual plans laid out the building plan and the site plan for YCIC. The main building — Phase I of the plan

Other Nearby Interpretive Centers

There are currently 2 nearby interpretive centers with 3 more planned in the broader area of Eastern Washington. While each has its own focus and specialty, they all generally include preservation, conservation, protection, education, and stewardship in their mission. The following chart details the operating hours and estimated number of student visitors.

Nature Center	Operating Hours	Total Weekly Hours Open	Estimated Annual Visitors	Estimated Annual Student Visitors
Wildhorse Visitors Center	9:00-5:30 Daily April - November			
Yakima Arboretum				
Yakama Nation Cultural Center				
Dry Falls Interpretive Center				
The Reach at Hanford				
Wanapum Heritage Center (under construction)				

Center Educational Master Plan and Expected Audience

The Educational Master Plan will design and layout programs for both formal and informal learners. We will create, offer and continually improve diverse learning opportunities for the various audiences (described below) that we expect at the YCIC.

One goal is to determine where this

curriculum is most needed and fits best within the Common Core Standards. YCIC has a partnership with the Yakima Basin

Environmental Education Program (YBEEP), and hopes to continue to offer prime learning opportunities to educators and students with place-based, hands-on community education as our primary goal. Additionally, YBEEP

works with a wide variety of schools, from the Ellensburg School District to Grandview to Grand Coulee, covering a large geographic base, as well as a diverse demographic. Many of our schools qualify for above 90%

free/reduced lunch, and as such, greatly appreciate the opportunities that YCIC and YBEEP can bring to them. By creating a curriculum that includes easy-access, local site-based education, student's exhibit greater involvement, and

the stewardship of the area is more likely to be continued.

Because the Educational Master Plan will design and layout programs for both formal and informal learners there are several target audiences; 1) Visitors to YCIC, 2) Local and state-wide K-12 students, 3) Central Washington University (CWU) Students and Faculty, 4) Local and state-wide general community members. We anticipate that the largest numbers of 'users' will be K-12 students and

community members.

Each audience will have different needs.

Visitors to the Byway, who may not be staying long in the area, will be expecting educational experiences that are quick, engaging and easily digestible. K-12 students will have a curriculum that is built to meet core standards and coordinate with classroom priorities to ensure that teachers and school districts can take advantage of experiential and hands-on outdoor-based learning opportunities. The needs of CWU students and faculty are

somewhat different and the Educational Master Plan will focus on establishing long-term scientific studies on site, providing practicum and

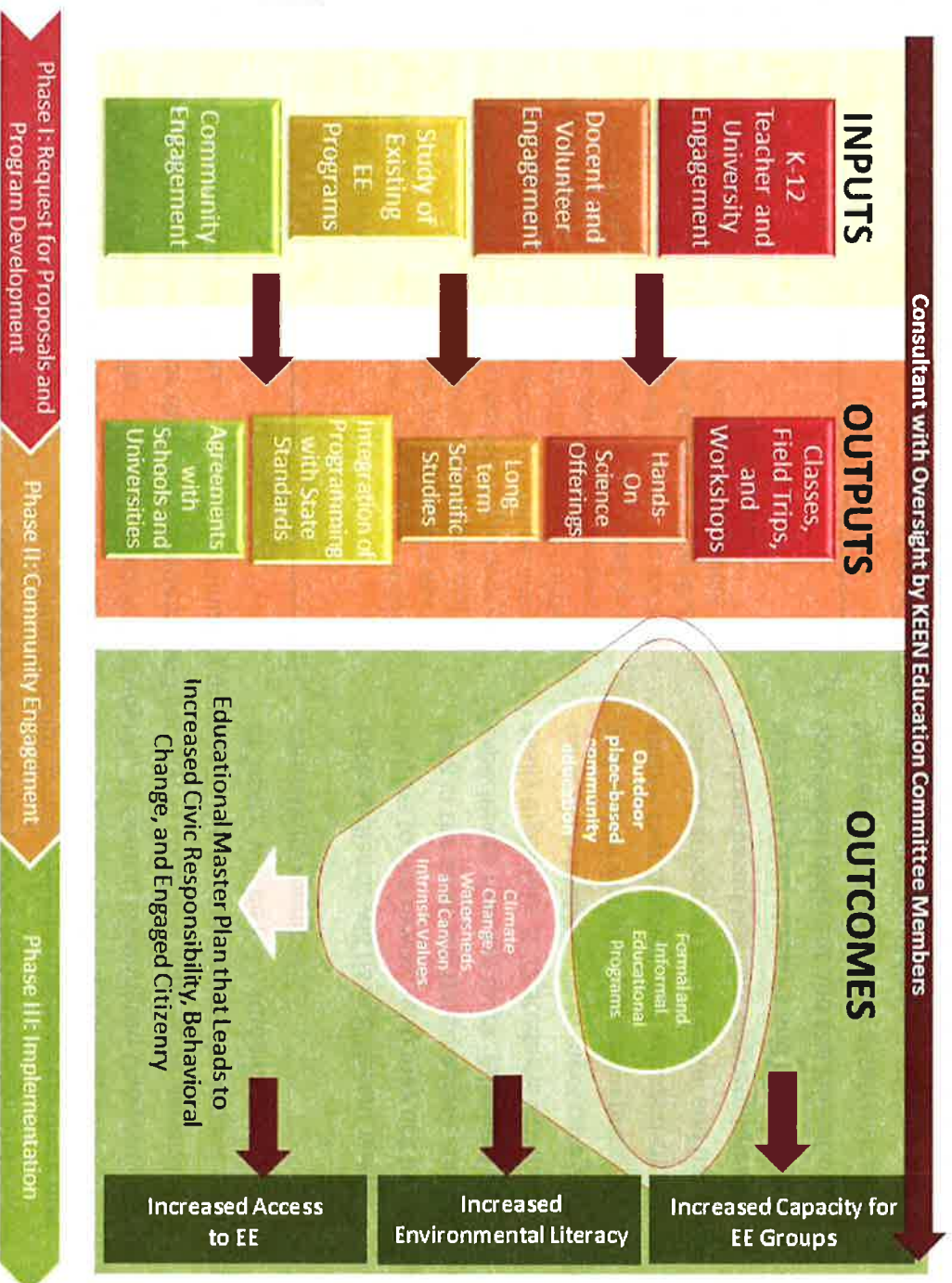
experience providing educational programming to area schools and community members at YCIC. Educational opportunities for general community members will focus on

"Nature deficit disorder is not an official diagnosis, but a way of viewing the problem, and describes the human costs of alienation from nature, among them: diminished use of the senses, attention difficulties, and higher rates of physical and emotional illnesses. The disorder can be detected in individuals, families and communities."

Richard Louv

expert-led field trips on the site and in the Canyon, lectures and other place-based educational opportunities.

KEEN and YBEEP will work together to develop an outreach plan for the Educational Master Plan and will coordinate closely with the Yakima River Canyon Scenic Byway Marketing Plan (which will be completed by December 2014). Each audience will have a specific recruitment plan that is specially designed to target their membership. For example, the K-12 students will be reached by KEEN and YBEEP establishing partnerships with school districts, principals and teachers.



What is Environmental Education?

Environmental education (EE) connects us to the world around us, teaching us about both natural and built environments. EE raises awareness of issues impacting the environment upon which we all depend, as well as actions we can take to improve and sustain it. Whether we bring nature into the classroom, take students outside to learn, or find impromptu teachable moments on a nature walk with our families, EE has many benefits for youth, educators, schools, and communities.

Our nation's future relies on a well-educated public to be wise stewards of the very environment that sustains us, our families and communities, and future generations. It is environmental education which can best help us as individuals make the complex, conceptual connections between economic prosperity, benefits to society, environmental health, and our own well-being. Ultimately, the collective wisdom of our citizens, gained through education, will be the most compelling and most successful strategy for environmental management.

These same studies found that 45 million Americans think the ocean is a source of fresh water and 130 million believe that hydropower is America's top energy source.

Environmental education increases student engagement in science

In our schools, research has shown enormous benefits from environmental education. When integrated into a science curriculum, environmental education demonstrably

improves student achievement in science. Such an increase is likely due to the fact that environmental

education connects classroom learning to the real world.

Students, when given a choice, will gravitate towards

environmental science. Science fair administrators note

that 40 percent of all science fair projects relate directly

to the environment, and the Corporation for National

and Community Service reports that more than 50

percent of the service-learning programs they fund are focused on

the environment.

Environmental education improves student achievement in core subject areas

When integrated into the core curricula or used as an

integrating theme across the curriculum, environmental

education has a measurably positive impact not only on

student achievement in science, but also in reading

(sometimes spectacularly), math, and social studies. The same

study found that schools that taught the core subjects using

the environment as an integrating context also demonstrated:

Yet studies consistently reveal that the U.S. public suffers from a tremendous environmental literacy gap that appears to be increasing rather than decreasing. For example, two-thirds of the public fail even a basic environmental quiz and a whopping 88 percent of the public fail a basic energy quiz.

- o Reduced discipline and classroom management problems;
- o Increased engagement and enthusiasm for learning; and,
- o Greater student pride and ownership in accomplishments.

Even more importantly for many, environmental education employs and enhances critical thinking and basic life skills.

Environmental education provides critical tools for a 21st century workforce

The vast majority of Americans are convinced that the environment will become at least one of the dominant issues and challenges of the 21st century, as the growing needs of the growing global population increasingly presses up against the limits of the earth's resources and ecosystems.

At the same time, business leaders increasingly believe that an environmentally literate workforce is critical to their long term success and profitability, with better environmental practices and improved efficiencies impacting positively on the bottom line while helping to better position and prepare their companies for the future. As one example on the micro scale, the National Environmental and Training Foundation estimates that environmental education about topics such as energy, water and waste management, improved employee health, cleaner working conditions, and recycling would save

small and medium sized businesses alone at least \$25 billion/year.

Environmental Education helps address "nature deficit disorder"

A recent study found that children today spend an average of 6 hours each day in front of the computer and TV but less than 4 minutes a day in unstructured outdoor play, leading researchers to discover a new condition specific to this current generation that they have called "nature deficit disorder".

This extreme emphasis of indoor time spent in front of screens versus outdoor play and discovery has been correlated with negative psychological and physical effects including obesity, loneliness, depression, attention problems and greater social isolation due to reduced time with friends and family. What do increased study of science and nature and its increased outdoor time accomplish? Especially in the very young, it has proved in studies extremely beneficial for cognitive functioning, reduced symptoms of attention deficit disorder, increased self-discipline and emotional well-being.

Center Program Development

While the construction and operation of the Interpretive Center is a primary goal of KEEN, it is essentially the development of the programs YCIC will provide which is at the heart of KEEN's mission to interpret the Yakima River Canyon

Scenic Byway and to provide environmentally based education, recreation and conservation opportunities for all. It is through the programs that “a sense of place” experience for visitors will ultimately occur.

In keeping with KEEN and the Interpretive Center’s commitment to community partnerships, program development will be tightly linked to community input and participation. Opportunities abound for a wide variety of programs to be developed within the framework of the theme of YCIC.

Program development will be:

- Focused within YCIC’s theme
- Responsive to Community input
- Varied and flexible
- Objective based

Interpreting the Yakima River Canyon Scenic Byway allows for the almost endless development of programs. Programs will be developed to meet the needs of byway travelers and every segment of the community at large. This will require actively seeking community input and participation in the creation, implementation and evaluation of programs. There are numerous, seasonal and community events around which programs can be designed, either in conjunction with, in addition to, or as an enhancement for. Environmental programs designed in affiliation with public education will

follow current national environmental education curricula.

Interpretive Programming Themes

The following topics are key educational topics for the Interpretive Center that will be on permanent display. Each permanent display will include one or more of the following styles: interactive displays, webcast, displays with pictures, and signage around YCIC.

Yakima River Canyon Scenic Byway

State Route 821 follows the Yakima River between Ellensburg and Selah and is an alternative route to I-82. State Route 821 was formerly a section of U.S. Route 97 which was the major route running north to south in Washington east of the Cascades, and was the only highway between Ellensburg and Yakima. Remnants of the old U.S. Route 97 can be seen as you bypass the abandoned twin tunnel segment. In the 1970s, I-82 was constructed east of the canyon over Manastash Ridge becoming the main route used to travel between Ellensburg and Yakima. In 1968 SR 821 was designated as the state’s first Scenic Byway.

The Northern Pacific Railroad runs on the west side of the Yakima River through the Canyon. The Cascade Branch runs from Pasco on the Columbia River up the Yakima Valley across the Cascade Mountain Range to the Puget Sound. In 1886, passenger rail reached Ellensburg and then headed to

Tacoma. The train carried passengers and products but in 1981 all passenger transport was eliminated. Currently the train transports goods from inland to the coast which are then transported by ship to points east.

Cultural History

Long before homesteaders came to the Yakima area Native Americans of the Yakama Nation thrived on the land which was rich in salmon, elk, deer, berries and nuts. In 1805, Lewis and Clark led the first American expedition into the region. Their announcement of the abundant wildlife and rich soil of the valley attracted trappers and homesteaders. In 1847, a Catholic Mission was established.

Throughout the 1850s and 60s increasing numbers of settlers moved into the Yakima Valley which led to disputes between settlers and Native tribes. These disputes resulted in the Yakama Indian Wars of 1855 and by June the Yakama Nation Treaty was signed.

Settlers continued to farm in this area and today agriculture is still a huge part of the lifestyle for many residents in the area. Crops include hay, apples, peaches, hops, potatoes, corn, beans, pears, cherries, and melons.

Natural History

The Yakima Canyon's unique ecosystem and landscape creates a beauty that is found no where else. The columnar basalt columns and years of erosion have shape this unique landscape. The shrub-steppe, a community of shrubs and grasses with few trees, is home to many endangered plants, birds and animals.

The plants in the shrub-steppe ecosystem have evolved to grow in unique harsh conditions, the soil is thin or non-existent, very little precipitation (almost desert like) and temperatures vary greatly between seasons. During the summer, temperatures rise to 100 degrees Fahrenheit plus and in the winter temperatures drop well below freezing. The soil depth influences the type of vegetation that is able to grow. In talus zones (crumbling rock) it is common to see rabbit brush, sage brush, and bunchgrass. In the meadow zone (deeper soils) it is common to see Ponderosa Pine, sedges, monkey-flower, and penstemon to name a few. Plants along the riparian zone (land along the body of fresh water) mostly consist of larger plants such as trees and shrubs including, red osier dogwood, cottonwood, aspen, and golden current. The plant life in the shrub-steppe offers food, shelter, and breeding grounds to 90 bird species and 85 mammals.

Many wildlife species depend on the shrub-steppe habitat for survival including the pygmy rabbits, sage-grouse and sage thrashers. These wildlife species are declining in number in

concordance with shrinking and degraded shrub-steppe habitat.

Future Development

The Master Plan anticipates that there will be future phases of development for the Yakima Canyon Interpretive Center. Specifically as we further our relationship with local schools and Central Washington University, we expect that we will do some joint development of classrooms and laboratories to establish local resources for science education. Additionally KEEN is planning for additional buildings to accommodate an auditorium and outdoor common spaces.

Coordination with Existing Resources

Coordinating with existing resources supports the effort to strengthen organizational relationships in the community and enhances accessibility of various resources for visitors. Examples of how the partnerships will be utilized are creation of permanent and traveling displays, public lectures and lessons, scheduling events at the facility, etc. Coordination will occur with organization whose missions and goals are in line with the goals of the Interpretive Center. Projected resources include, but are not limited to, those listed on the table on the following page.

Interior Exhibits

The interior exhibits will be designed to be engaging, interactive, and dynamic. They will involve more than simply reading a sign, and will promote hands-on learning. The displays will also incorporate student activities, which will allow visitors to see the works that students in the community have completed as part of YCIC's educational programs. These exhibits will rotate seasonally to maintain their dynamic feel and provide incentive for return visits.

Exterior Exhibits and Trails

Interpretive exhibits featuring local plant and animal life will be constructed along the trails that can be accessed from YCIC

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YCIC nature trails will be exclusively for walking and will be ADA accessible.

Interpretive Themes

Educational Programs

Community Programs

Interpretive Walks:

YCIC will offer weekend interpretive walks at least once/month. Topics such as bird watching, native plant identification, and habitat restoration will be included. We will partner with organizations such as the Audubon Society,

Lecture Series:

Art Exhibits: Local artists will be given the opportunity to showcase feature works on local landscapes, nature, and wildlife. In addition to drawing a broader audience to YCIC, we will collect a 20% commission on the sale of each piece. We expect to collect an average of \$100 commission on the sale of each piece. We expect to sell one piece per month.

Summer Community Concert Series:

Birthday Parties: We will develop a child's birthday party program that will be targeted towards children aged 4-7. The program will include fun, engaging activities like a nature hunt/bingo games, nature crafts, and pond "experiments". Center staff will develop the program and volunteer docents will staff the parties. A 1 ½ hour party for up to 12 children will be \$150. We expect to have 2 parties per month.

Additional Revenue Programs:

YCIC will also offer these revenue-generating services and programs:

- *Room Rentals:* Rooms will be rented on weekday evenings at a rate of \$150/hour.
- *Weddings:* Wedding space can be rented for 2-4 hours at a rate of \$200-\$250/hour.
- *Plant Sale:* Plants grown at YCIC will be made available for purchase at yearly events.
- *Gift Shop/Bookstore:* In addition to nature books and field guides, our bookstore will offer more unique and higher margin items such as locally made nature-inspired jewelry, art, and note cards; as well as Center logoed items and educational toys.

Campground

Outdoor Kindergarten

Wine-Tasting and Food Concessionaires

Center Staffing

Center Director: A professional Director will oversee operations of YCIC. He/she will be responsible for implementing the policies and procedures that are developed and by the YCIC board of directors; developing and implementing a front counter volunteer training program; fundraising through membership, local business donations, and other revenue programs; marketing YCIC to attract visitors, members, and partners; publishing a quarterly volunteer and member newsletter; and bookkeeping. The Director will oversee YCIC staff and work directly with the volunteer bookstore and revenue program coordinators.

Education and Outreach Specialist/Volunteer Coordinator: The Education and Outreach Specialist/Volunteer Coordinator position will recruit and train volunteers for various duties at the YCIC, research and design interpretive materials, organize public programs in coordination with partner organizations and produce electronic newsletter communications. This position will work closely with the school districts to develop educational programs that integrate with their curriculum; reach out to the school districts within the target area to attract students to the program; work with surrounding community and partner organizations to accumulate a group of dedicated volunteers who will staff YCIC, lead educational tours, and implement many of the community programs; and train the education program volunteers.

Education Program Volunteers: Educational Programs will be conducted by volunteer docents who will be trained by the Education and Outreach Specialist/Volunteer Coordinator. These volunteers will be recruited with the help of partner organizations. During our first year, our objective is to host one elementary school class (up to 100 students) per week. Each docent will partner with one classroom teacher (approximately 20-30 children), so we will need up to 5 docents for each school visit. Anticipating that our volunteer docents will be able to commit to at least one visit per month, we will plan to recruit and train 20 volunteer docents during our first year of operation.

Front Counter Staff Volunteers: Front Counter Staffing will require enthusiastic volunteers willing to interact closely with visitors to YCIC. These volunteers will be trained by YCIC Director. The YCIC will be open 7 days per week and we expect to staff our front counter with one volunteer at all times. Our Center Director and Education and Outreach Specialist/Volunteer Coordinator will work out of YCIC, so they will provide back-up front counter staffing Tuesday-Friday in case of emergency. We expect our front counter volunteers will work a minimum of 8 hours per month and our center will be open 160 hours/month, so we plan to recruit and train 20 front counter volunteers before YCIC opens.

Community Program Volunteers: Community programs such as a lecture series, interpretive walks, and birthday parties will

be developed by the Education and Outreach Specialist/ Volunteer Coordinator in conjunction with our partner organizations. During our first year, we expect to develop and host community programs with at least 4 partner organizations.

Gift Store Coordinator: The Bookstore Coordinator will be filled as a volunteer position. This person will select, manage, and optimize the inventory; track bookstore sales and profits; and work with the front counter volunteers to maximize sales and profits. As a notable source of revenue generation, the position will work directly with YCIC Director. NOT VOLUNTEER POSITION?

Revenue Program Coordinators: Community fundraising events are often headed up by an enthusiastic volunteer with a particular passion. We expect that among our diverse volunteer base, we will have many such individuals and we anticipate and have budgeted for a native plant sale in year one. As another important source of revenue generation, special revenue program volunteers will work directly with YCIC Director.

Strategy and Implementation

Marketing

The four primary goals of the marketing strategy include:

1. Generating usage of our educational programs
2. Driving public visits to YCIC
3. Gaining and increasing membership
4. Soliciting volunteers

Achieving these goals will require an understanding of the interests and motivations of each audience and the development of a unique communications and outreach strategy to target each audience.

Education Programs

It will be especially important to understand what the local education community is looking for as the education program is developed. In order to do this, our Education and Outreach Specialist will ask for input from several local school districts early on in the program development phase, in order to ensure that the educational programs will meet their needs. Once the educational programs are developed, the Education and Outreach Specialist will personally introduce our educational programs to target school districts, sharing the program details and benefits and leaving behind brochures for distribution.

Driving public visits, membership, and soliciting volunteers

In an effort to attract visitors, members, and volunteers who

are already interested in conservation and nature, we will target other environmental and community organizations. In the months immediately preceding and following YCIC opening, YCIC Director will contact and visit with other environmental and community organizations to share information about our Center programs and services and leave behind brochures for distribution to each organization's members.

YCIC Director will regularly write and distribute press releases to announce YCIC opening, invite visitors, and promote our community events. We already enjoy good relationships with local media and have had much success getting coverage of our events.

Once at YCIC, visitors will see ample communication about the importance of and benefits to becoming a member. Communications will include a display and brochures.

Marketing Tools

Brochures: A Center brochure will be designed to generate visitors and interest among the general public, as well as encourage the reader to become a member and/or volunteer. Because this same brochure will not have enough space to adequately communicate the benefits and features of our educational program, we will utilize a separate brochure to introduce these programs to the education community.

Website: We will design and maintain a dedicated Center website. The site will feature YCIC facility itself, the educational and community programs, and the value/benefits of becoming a member. It will enable the visitor to make a donation online. The website will be linked to our partner organizations as well.

Newsletter: We will publish a quarterly electronic newsletter as soon as we begin acquiring members and volunteers. Before YCIC opens, the newsletter will provide updates on the building progress, new partnerships, volunteer opportunities, and volunteer training programs. Once YCIC opens, the newsletter will also update members and volunteers on the programs and events taking place at YCIC.

Volunteer Training

Because YCIC will rely exclusively on volunteers to staff the front counter and lead the educational tours, developing a comprehensive volunteer training program will be critical.

Fundraising Strategy

Annual Fund

Memberships

Online Fundraising Strategy

Permanent Endowment

Concessionaires – lease of a flat fee for the space plus 10% of sales

More clearly make the connection between the traffic on the byway and the expected audiences

Raise the salary of the executive director up to \$70,000-90,000

Consolidate the budgets for KEEN/Chamber into an overall budget – but then split out as well

Do a budget narrative that explains the line items and assumptions – clearly explain the assumptions and how the line items meet the needs in terms of the audience and the expected revenue sources (bookshop etc)

Add in professional fees for bookkeeping and tax services and audit needs

Is the bookstore unrelated business income?

Start-Up Costs

DRAFT

Milestones- Pre-Opening

Year 1 Operating Objectives

YCIC objectives during the first year of operation are to:

- Attract approximately 80,000 general public visitors.
- Serve approximately 3,500 K-12 students.
- Serve approximately 1,000 visitors through our community programs, partnering with at least 4 different organizations
- Generate \$130,000 in earned revenue from a combination of membership fees, programming, outreach, retail sales, and special events.
- Secure \$110,000 in funding sources including foundation grants, government grants, and private and corporate donation.
- Create and implement a comprehensive volunteer training program.

Financials and Resource Requirements - Assumptions

Visitor Assumptions

- Year 1: 10 visitors/hour weekdays and 40 visitors/hour weekends.
- Visitors increase by 5% annually

Revenue Assumptions

- Members represent 1% of visitors
 - Year 1, 2%
 - Year 2, 3%
 - Year 3, 5%
 - Membership contributions average \$100 per member, per year
- Donations at Door: 25% of visitors give an average of \$1.
- Concessions revenue from 25% of visitors spending \$1.50 each.
- Bookstore revenue from 10% of visitors spending an average of \$8.
- All other revenue increases by 5% annually.

Calculations for Other Revenue

- Room Rentals are calculated with an expected charge of \$75-\$250 per hour for evening rentals (\$50-\$200 for daytime rentals). Using the lower-end estimate of \$75/hour, we estimate 2 evening rentals each month of 2 hours each (\$300 per month).
- Weddings will be charged at \$750 for 4 hours. With 10

weddings per year, the annual revenue is expected to be \$7,500. These will not begin until the amphitheater is completed in Year 2.

- Art Exhibits will provide a commission of 20% per piece sold (estimated at \$100), with an expected sale of 1 piece per month.
- Adult Education will be charged at \$10/person per session or \$60 for a 6-week series. 20 people are expected to attend a series, which held be twice a year, providing annual revenue of \$2,400.
- Birthday Parties will be charged at \$150 per party, with 2 parties expected per month, resulting in \$3,600 annual revenue.
- The Plant Sale will generate \$5-\$10 per plant. Assuming 250 people buy 3 plants each, at \$5 per plant, this results in \$3,750 in annual revenue.
- Summer Community Concert Series will charge \$5 admission. Assuming 50 people attend 2 concerts per month, this will generate \$1,500 during the 3 months of summer. This revenue will not be attainable until the amphitheater is completed in Year 2.

Expense Assumptions

- Expenses increase by 3% annually, excluding concessions, bookstore, and marketing.
- Center Director is paid for 6 months in Year 1 (this is the only expense incurred that year). Director will work out of the offices.
 - 25,000 brochures will be distributed
 - Year 1; 15,000
 - Year 2; and 16,000

- Year 3 -at a cost of \$.25 each.
- Concessions and bookstore operate at a 50% margin, or 100% mark-up

YCIC Pro-Forma – KEEN Profit and Loss Sheet



YCIC Pro-Forma - Chamber Profit and Loss Sheet



Yakima River Canyon Scenic Byway

Feasibility Study 2014:

Anglers, Birders, and Cyclists

Project Overview

They Yakima River Canyon Scenic Byway feasibility study is a document to help guide marketing efforts for three user groups: anglers, birders, and cyclists. These three user groups were identified as important groups in the Yakima Canyon Corridor Management Plan.

The goal of this document is to provide demographic information and travel trends about anglers, birders, and cyclists to those interested in marketing or reaching out to these three user groups specifically for the Central Washington Area.

This document will help guide you in making decisions for each user group about “who” you are marketing or reaching out to; where are the best places to advertise; how far your marketing or outreach should extend.

Birders

Birder Overview

Birders visiting the Yakima River Canyon Scenic Byway are equally split between males and females that are 61 years old and over, but a high percentage was also between the ages of 51 and 60. The majority of respondents live in Western Washington (King, Pierce, Skagit, and Snohomish Counties) with an income between \$100,000 and \$149,000.

Birders that participated in the survey said that they typically travel about 100 miles, but will travel over 100 miles, to seek out great birding opportunities that have a wide variety and rare bird species. Some Birders mentioned that they take yearly trips out of state or country for birding experiences. When traveling for birding excursions away from home, most stay overnight for approximately 2 nights in a motel/hotel. The majority of birders who took this survey said that they have been to the Yakima River Canyon Scenic Byway for birding excursions. What they like best about the Yakima River Canyon Scenic Byway is the variety and number of birds that show up due to the diversity of habitat.

They most common place for birders to seek out information about upcoming events is on the Tweeters listserv (e-mail list) or through Audubon chapters.

Birder Demographics

Number of Surveys taken

N=55

Male/Female

The number of female and male responders was very close to equal; just slightly higher for females. There were 27 females and 25 males.

Age

The most common age group was 61 and over at 45%. The next most common age group was 51 – 60 years old at 27%.

County

47% of the respondents live in King County; Pierce, Skagit, and Snohomish Counties were the next highest at 5%.

Household income

The largest income bracket was \$100,000 to \$149,000 at 24%. Within that bracket 54% were 61 years old & over; 23% were between the ages of 51 and 60.

Birder Travel Trends

Where is your favorite place to go birding?

Birders seek out places for the variety, the amount, and the rare and spectacular species. Habitat diversity was also mentioned for favorite places, as diverse habitat also means diverse bird species. Other reasons given were beautiful scenery, close to home, quiet and less people, amenities, and other wildlife.

Have you been birding in the Yakima River Canyon before?

There was a large percentage, 95%, of responders that have visited the Yakima River Canyon Scenic Byway before.

If yes, what do you like about the Canyon?

Birders visit the Yakima River Canyon for the variety and quantity of birds and diversity of habitat. They are attracted to the scenery and undeveloped nature of the Canyon. The quietness of the Canyon is ideal for birding. Birders also enjoy seeing other wildlife in the Canyon. The pullouts along the Canyon road and trails provide easy access to view birds.

Where do you look for birding events/opportunities?

By a wide margin, the top two birding resources for respondents were Tweeters listserv (e-mail list) and the Audubon and its various chapters, including the Great Washington State Birding Trail, which is produced by Audubon. Other top resources include

the Washington Ornithological Society (WOS), ebird, friends or word-of-mouth, and the American Birding Association. A few respondents also indicated the following websites as sources for birding information: BirdWeb, BirdYak, and BirdNote

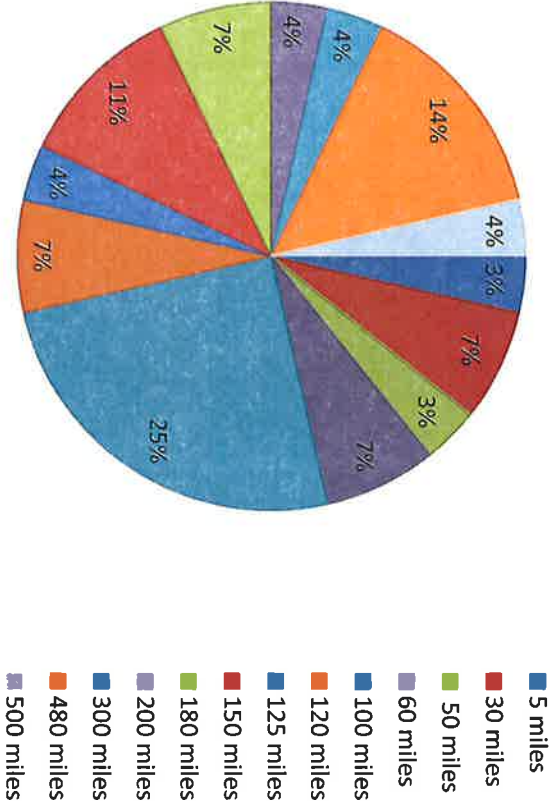
Do you attend birding events away from home?

Large percentages, 89%, of responders attend events away from home.

If yes, how far do you normally travel to go birding?

About 80% of birders travel between 100 and 500 miles to seek a birding location. Some also mentioned that they take yearly trips out of state and out of country.

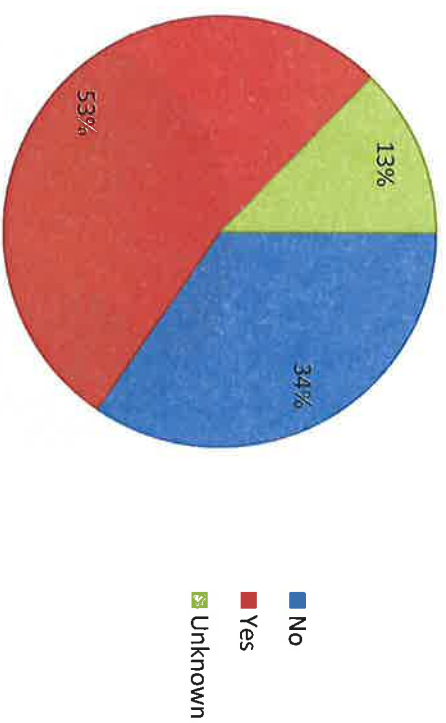
Average Distance Traveled for Birding



Do you usually stay overnight?

More than half of the respondents said that they stay overnight when traveling to birding events.

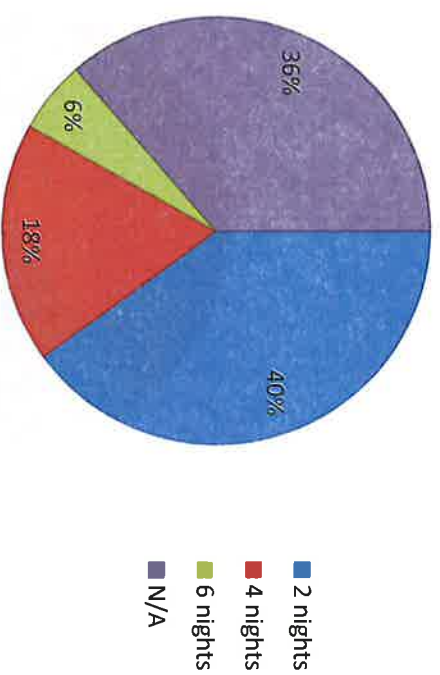
Staying Overnight



How long is your average stay?

Of the people that said they stay overnight most of them said they stay for about 2 nights. However, a large percentage of the birder respondents that did not answer this question so results may be different if there were more responses to this question.

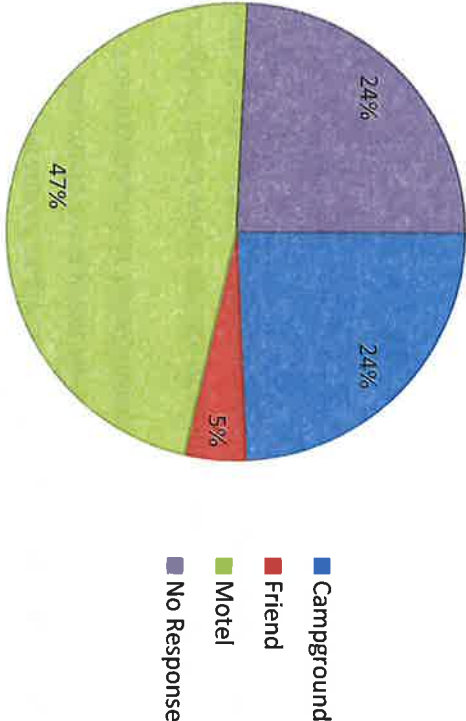
Number of Nights Stayed



Where do you usually stay?

Respondents that answered this question often times had more than one response. Slightly less than 50% of the responses said that they stay at motels when staying overnight. The least common response, at 5%, is staying at a friend's house.

Lodging



Anglers

Angler Overview

The majority of anglers are males, 51 years or older living in King County with an income of \$100,000 plus.

Nearly 100% of anglers said that they travel away from home for fishing destinations that have quality fish and/or a quality fishing experience with beautiful scenery. The large percentage of anglers said that they typically travel up to a 1,000 miles to a fly-fishing destination. Some said they will travel all over the world for a great fly-fishing experience. When traveling away from home most said that they stay for 2 to 4 nights at either a campground or hotel/motel.

When looking for fly-fishing opportunities anglers use a wide variety of resources: internet, magazines, word of mouth, and fishing businesses. Some of the most sources include Northwest Fly Fishing magazine, Washington fly fishing forum, and local fly shops.

Angler Demographics

Number of Surveys taken

N = 67

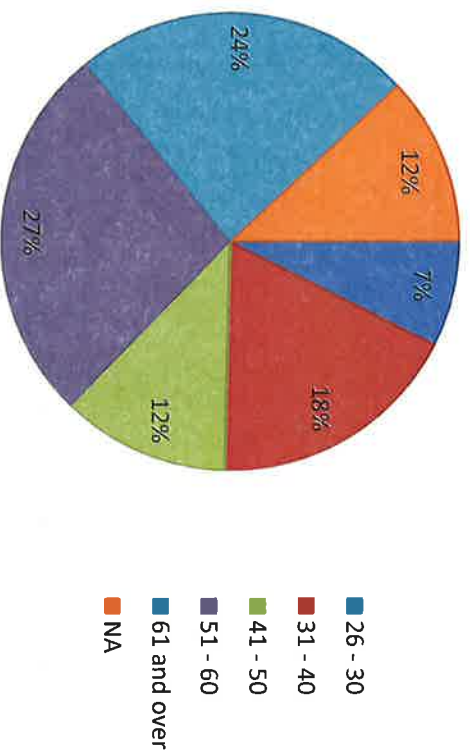
Male/Female

The majority of respondents were male, 85%; women were 3% and the rest were non-respondents.

Age

A little more than 50% of the respondents were 51 years of age and older.

Age

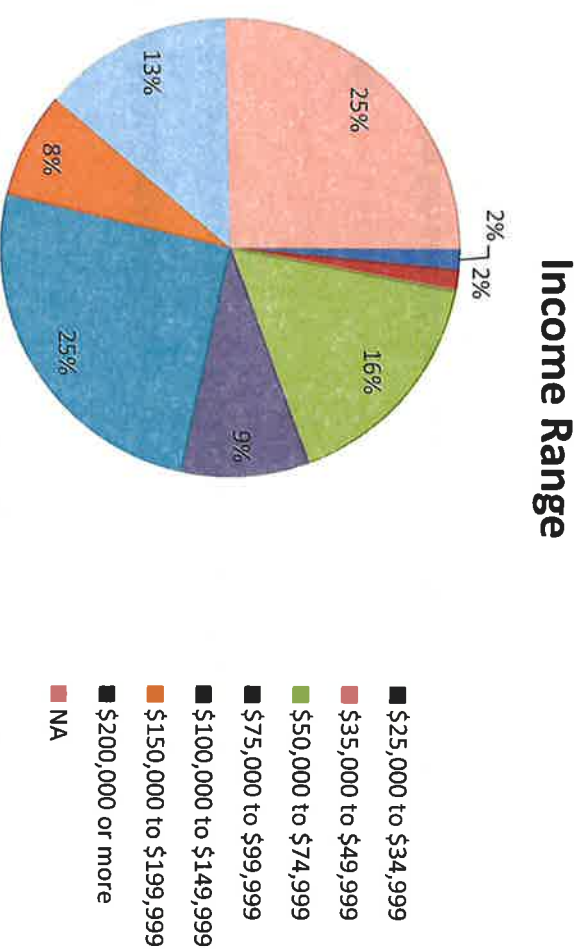


County

The majority of respondents live in Western Washington; 39% live in King County. Only 11% of the respondents live in Eastern Washington.

Household income

The largest income bracket is \$100,000 to \$149,999 and there is a fairly large percentage of participants in the income bracket \$200,000 plus.



Angler Travel Trends

Where is your favorite place to go fly-fishing?

Anglers look for fly fishing destinations that have quality of fish and/or quality of the fishing experience. This included catch-and-release rules, which allow fish to grow larger and keep population up. The quality of the water and other wildlife were also important aspects of favorite fishing locations. Additionally, anglers like fishing spots that are beautiful, have easy access to the water, are remote enough to offer solitude and quiet, have decent weather, and amenities like lodging.

Have you been fly-fishing in the Yakima River Canyon before?

Just slightly less than 100% of the respondents have been to the Yakima River Canyon Scenic Byway.

If yes, what do you like about the Canyon?

Responses here were very similar – quality of fish and fishing experience, scenery, wildlife, geology, as well as easy river access, proximity to home, and a peaceful, generally uncrowded, setting.

Where do you look for fly-fishing events/opportunities?

As this survey was distributed courtesy of Red's Fly Shop, many respondents indicated they got their information from Red's website or blog. Other popular sources include Northwest Fly Fishing magazine, Washington fly fishing forum, Evening Hatch, local fly shops, word-of-mouth, and the Worly Bugger newsletter.

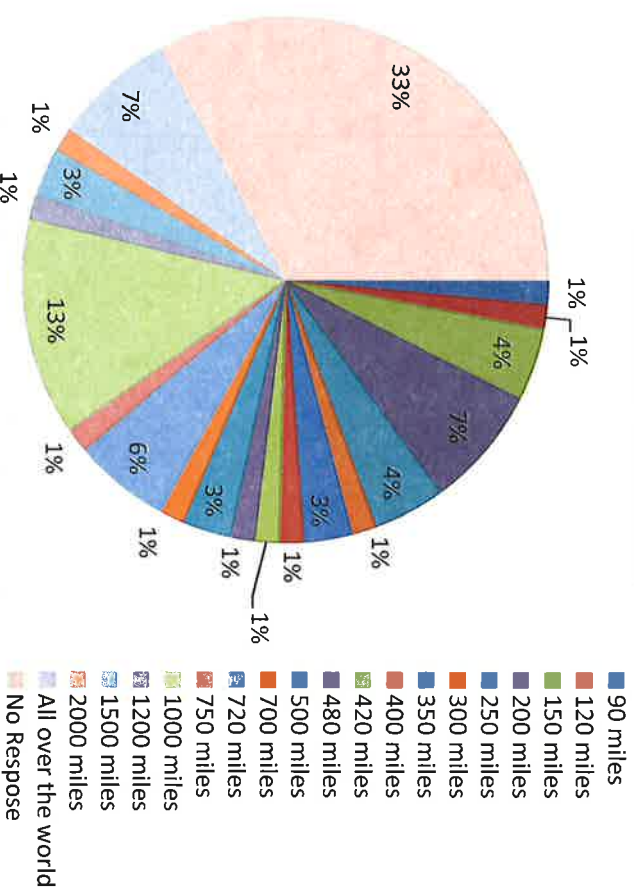
Do you attend fly-fishing events away from home?

Nearly 100% of the respondents said that they attend fly-fishing events away from home.

If yes, how far do you normally travel to go fly-fishing?

Some of the respondents answered in hours traveled instead of mileage; the mileage was calculated at an equivalent of 60 miles for every hour. A large percentage of anglers travel more than 700 miles to their destination, 33%, within this group 13% of anglers regularly travel 1,000 miles to reach their destination. While 28% travel less than 700 miles to their destination.

Distance Traveled



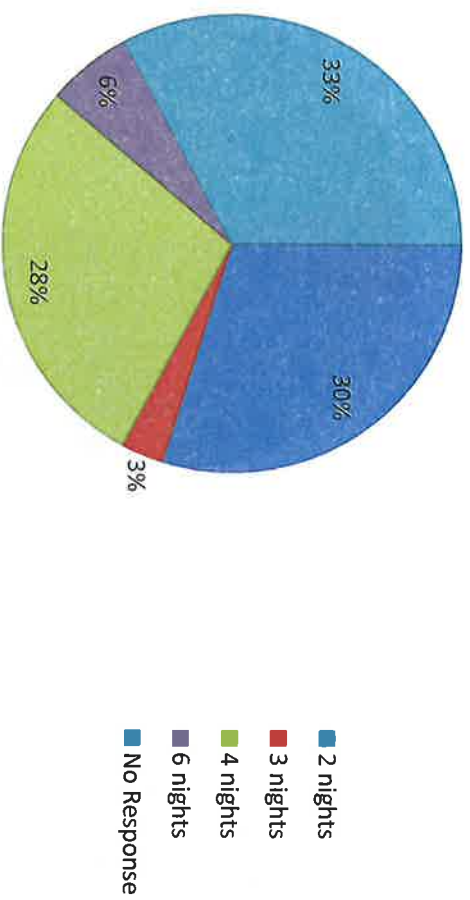
Do you usually stay overnight?

Of the people that responded to this question nearly 100% of them said that they stay the night when traveling for a fly-fishing event. Only 6% said that they do not stay the night.

How long is your average stay?

The majority of respondents said they stay 2 to 4 nights when traveling. There was a large percentage of no responses so there may be a shift in how many nights stayed if there had been more responses.

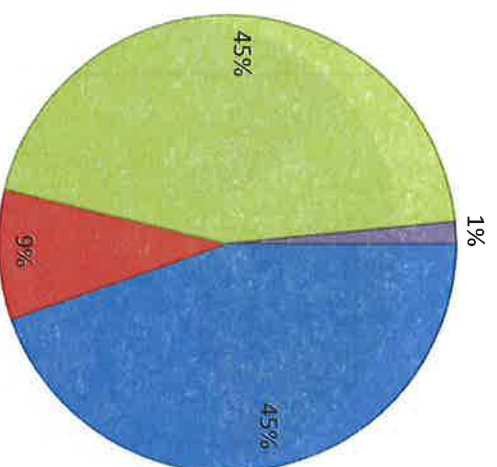
Number of Nights Stayed



Where do you usually stay?

Respondents that answered this question often times had more than one response. Respondents were just as likely to stay in a campground as they were in a motel. The least common response, at 9%, is staying at a friend's house.

Lodging



Cyclists

Cyclist Overview

There were slightly more male cyclists than females, 51 to 60 years old living in King County with an income ranging between \$100,000 and \$149,999.

Nearly 100% of cyclists said that they travel away from home for cycling destinations that have beautiful scenery that has safe, bicycle friendly roads. Most cyclists travel between 100 and 200 miles to a cycling destination. Some mentioned that they travel to other States or out of the Country as well. When traveling away from home most said that they stay between 1 and 2 nights at either a hotel/motel many also indicated that they stay at campgrounds or friends house.

When looking for cycling opportunities or events cyclists use a wide variety of resources: internet, magazines, word of mouth, and social media. Some of the most common sources include Cascade Bicycle Club, Outdoors NW magazine, and Cycling NW.

Cyclist Demographics

Number of Surveys taken

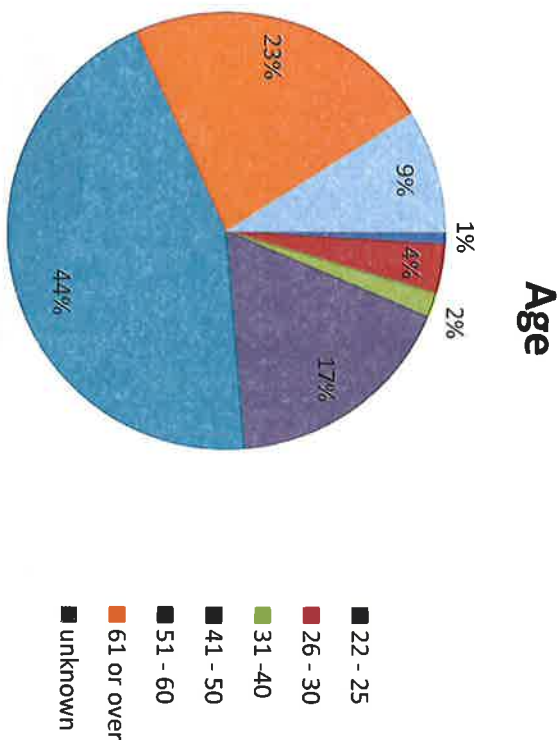
N = 107

Male/Female

The percentage of males, 56%, was slightly more than the percentage of women, 34%, participating.

Age

Most of the cyclists were 51 years and older with the largest age group being between 51 and 60 years old.



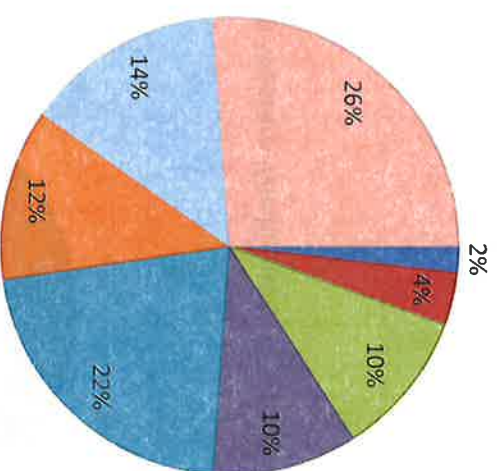
County

The majority of respondents live in Western Washington; 47% live in King County. Only 14% of the participants were from Eastern Washington.

Household income

Most of the recipients reported having an income of \$100,000 or more with the largest income bracket being \$100,000 to \$149,999.

Income



- Less than \$25,000
- \$35,000 to \$49,999
- \$50,000 to \$74,000
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Unknown

Cyclist Travel Trends

Where is your favorite place to go cycling?

Respondents indicated their favorite places to cycle usually consist of locations with scenery, beauty and nice views. They also indicated roads with low or slow traffic, quiet, bike friendly and safe were roads that they considered their favorites; several people mentioned tails-to-trails routes as being their favorites for these reasons. Finally, respondents indicated high-quality road surfaces as an important factor in their favorite cycling locations: paved, smooth, clean, and well-maintained roads and shoulders.

Have you been cycling in the Yakima River Canyon before?

The majority, 75%, of the respondents said that they have been cycling in the Yakima River Canyon Scenic Byway before.

If yes, what do you like about the Canyon?

Respondents had similar answers here regarding scenery, beauty, and views. Additionally, the weather was an attractive component, especially for respondents who indicated they were from King County and other Western WA locations. Many results from the Your Canyon for a Day event, and a few from the online survey, indicated an enjoyment of YRCSB during the Crime Stoppers event when the road is closed to vehicles. A few people also indicated that they do not cycle the canyon except on this day due to safety concerns while cycling in the Canyon. On the other hand, several people taking the online survey indicated they like YRCSB because it is quiet, has low traffic, and is safe – upon further analysis, most of the people who said they like YRCSB because of its low traffic also indicated they were from King County. There is a possible correlation here – thinking YRCSB has low traffic and is safe could be relative to their home roads in King County which are bound to have more traffic due to density of people.

Where do you look for cycling events/opportunities?

Many respondents indicated Cascade Bicycle Club was a good source of cycling information. Other popular sources included Outdoors NW magazine, The Bicycle Paper, Washington Bikes, Seattle Bike Blog, Cycling NW, flyers at local bike shops, and word-of-mouth. Other bike clubs were mentioned, as well as general websites and magazines, and social media.

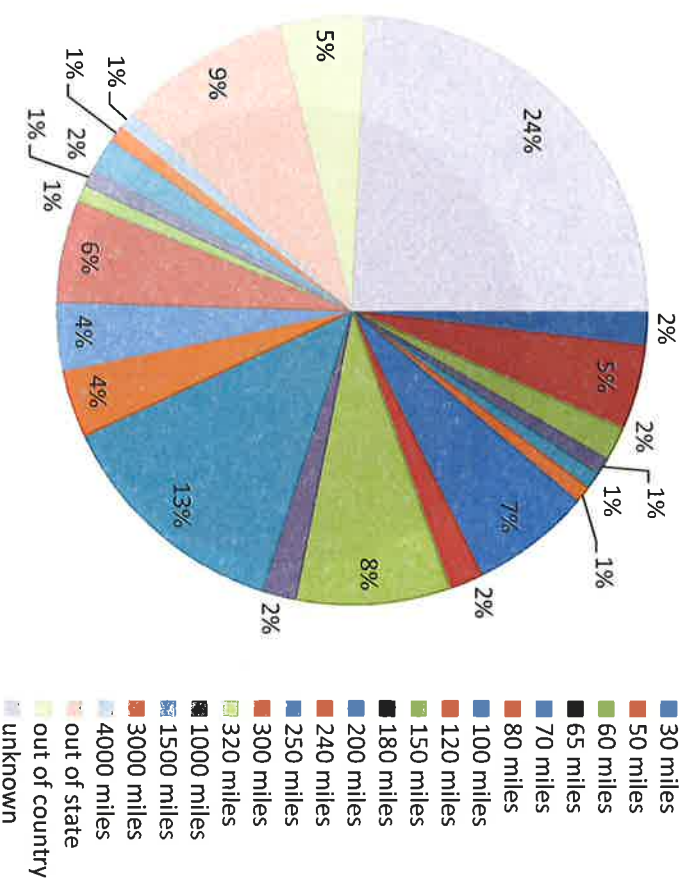
Do you attend cycling events away from home?

Nearly 100% of the recipients said that they travel away from home for cycling events.

If yes, how far do you normally travel to go cycling?

Some of the respondents answered in hours traveled instead of mileage; the mileage was calculated at an equivalent of 60 miles for every hour. There is a wide range of how far people will travel for a cycling event 14% said that they travel either out of state or country. The largest group, 32% said that they normally travel 100 – 200 miles for an event.

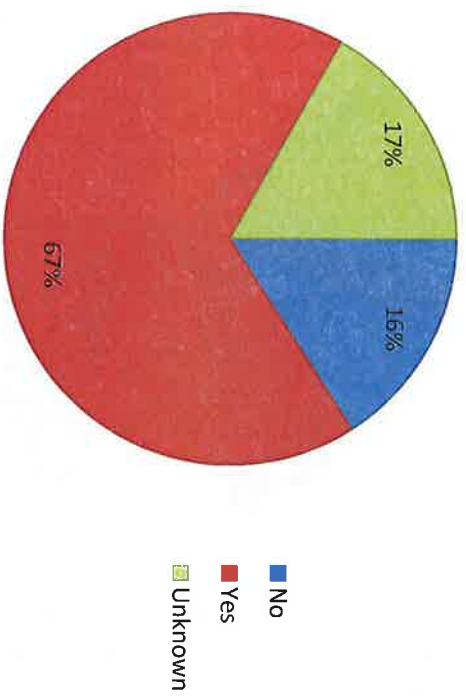
Distance Traveled



Do you usually stay overnight?

More than half of the respondents, 67%, said that they stay overnight when attending cycling events.

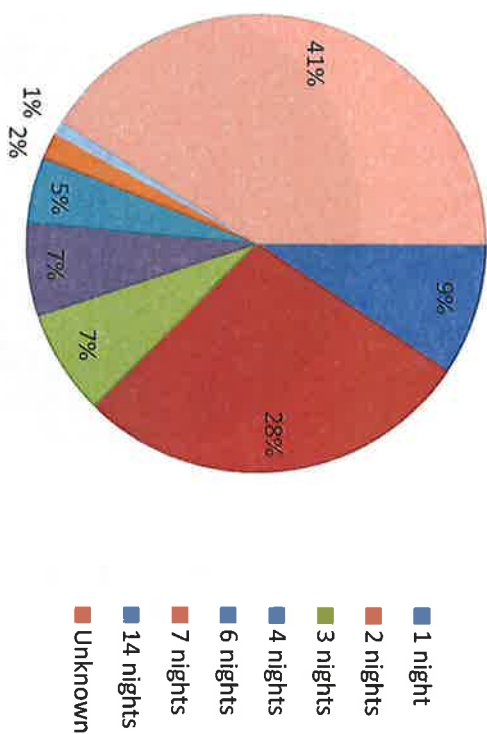
Staying Over Night



How long is your average stay?

Just slightly less than 50% of the respondents did not answer this question but of those that did most cyclists said that they stay between 1 and 2 nights when traveling for cycling events.

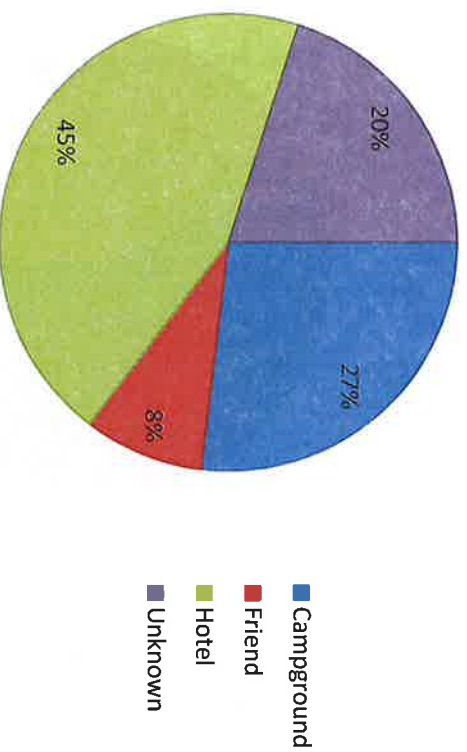
Number of Nights Stayed

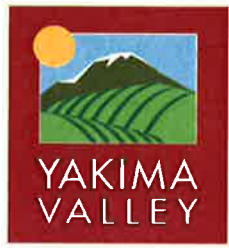


Where do you usually stay?

Respondents that answered this question often times had more than one response. Nearly half of the respondents said that they stay at a hotel. Staying at a campground or friends house had an almost equal response.

Lodging





**Yakima Valley
Visitors & Convention Bureau**

10 North 8th Street
Yakima, WA 98901

T: 509-575-3010
F: 509-575-6252
800-221-0751
www.visityakima.com

May 24, 2011

Federal Highway Administration's Scenic Byway Grant Program

To Whom It May Concern:

We are writing in support of funding for construction of an interpretive center at Helen McCabe State Park. We believe that Washington's scenery and wildlife are a source of pride as well as a key to our long-term economic health.

The 1967 extraordinary session of the Washington State Legislature established the scenic and recreational highway system and identified approximately 33.4 miles of primary State Highway 3 as a scenic and recreational highway. The Yakima Canyon Scenic and Recreational Highway from Helen McCabe State Park to Selah Creek is part of this scenic and recreational highway system. The Helen McCabe State Park was identified and acquired as the first recreational development travelers would encounter when traveling southbound through the canyon. The park was named in memory of Helen McCabe, a Central Washington University recreation professor who cherished the outdoors and Washington's recreational opportunities. There is an eight acre stocked pond located in the park for fishing and there are also several hiking trails around the area.

An interpretive center will attract many tourists and will inspire and increase the understanding of, and respect for, the recreational and wildlife opportunities available at the park. Interpretive centers use different means of communication to enhance the understanding of the outdoors and the wildlife that reside there. It will aid and stimulate the discovery process and the visitor's intellectual and emotional connection to recreation and wildlife.

We look forward to promoting the interpretive center in our community, and we thank you for your consideration of granting funds to this worthwhile project. We believe it is an excellent complement to nature tourism.

Sincerely,

John Cooper
President & CEO



May 24, 2011

Jill Arango, Chair
Kittitas Environmental Education Network
421 North Pearl Street, Suite 216
Ellensburg, WA 98926

Dear Ms. Arango:

I am pleased to convey my support for the Kittitas Environmental Education Network's 2011 application to the Scenic Byway program. As an organization dedicated to salmon recovery, Mid-Columbia Fisheries recognizes the importance of public education along the Yakima River Canyon Scenic Byway (SR821). Salmon recovery efforts rely on strong public support, and public support is dependent upon public understanding and appreciation of the resource. An interpretive center along the Yakima River Canyon Scenic Byway will lead to increased understanding, appreciation, and stewardship of the Yakima River ecosystem.

The Yakima River provides Critical Habitat for federally-threatened steelhead and bull trout, and supports strong populations of Chinook salmon, coho salmon, and rainbow trout. An interpretive center will help area visitors and residents to understand the value of these resources.

Please pass along my support of this project to the Scenic Byway program, and let the proposal reviewers know that I am happy to answer any questions about how KEEN's proposal would strengthen salmon recovery efforts in the basin. I can be reached by phone at (509)281-1311, and by email at becca@midcolumbiarfeg.com. Thank you for your work in preparing this proposal; the funded project would benefit drivers, recreationists, and the Yakima River.

Sincerely,

A handwritten signature in cursive script, appearing to read "Rebecca DG Wassell".

Rebecca DG Wassell

Yakima Basin Program Manager
Mid-Columbia Fisheries Enhancement Group
PO Box 1271, White Salmon, WA 98672
Phone: 509-281-1311; Fax: 509-267-2151
becca@midcolumbiarfeg.com; www.midcolumbiarfeg.com



DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
JOINT BASE LEWIS-MCCHORD YAKIMA TRAINING CENTER
970 FIRING CENTER ROAD
YAKIMA, WA 98901-9399

28 November, 2011

Office of the Commander
Yakima Training Center

Federal Highway Administration – Scenic Byway Grant Program

To Whom It May Concern:

We fully support the initiative currently underway to construct an interpretive center at Helen McCabe State Park. The Yakima River Canyon Scenic Byway is a cultural, economic and natural resource that is unique, and must be preserved for the education and enjoyment of current and future generations. The creation of this Center will greatly enhance the understanding and respect for our natural places, and do so at low cost and great value to our citizenry.

Forterra (formerly the Cascade Land Conservancy) and KEEN are to be applauded for their efforts in preserving our natural resources, and in doing so providing additional recreation and education opportunities here in Central Washington. In a time of declining resources we must all make difficult choices in prioritization, and this application should be viewed in that prism out of which emanates a great many direct and indirect benefits to the long-term health and prosperity of the region.

I thank you for considering this grant proposal and in joining the various stakeholders in our region in celebrating and preserving the treasure we hold dear, the Yakima River Canyon.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael J. Daniels", is written over a horizontal line.

Michael J. Daniels
Lieutenant Colonel, U.S. Army
Commanding

michael.daniels@us.army.mil
(509) 577-3205



KITTITAS COUNTY **DEPARTMENT OF PUBLIC WORKS**

Kirk Holmes, Director

May 24, 2011

Jill Arango
Cascade Land Conservancy
409 North Pine
Ellensburg, WA 98926

Subject: Kittitas County Letter of Support – Scenic Byways Program

The Yakima River Canyon Scenic Byway Interpretive Center (the Center) will serve as a resource to visitors and community members, provide science-based education for all ages, and connect our community to nature. The Center will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway - the first designated byway in Washington State.

As visitors travel west toward Seattle, the Center will offer interpretation of the lands they've passed through and introduce them to the forests to come. For visitors traveling east to recreate the Center will expand their understanding of the value of arid lands. For our local communities the Center will help increase the livability of our region, provide jobs, and promote economic development and diversity of our tourism industry.

The Center strives to recognize, interpret and promote the uniqueness and intrinsic values of the Yakima River Canyon Scenic Byway by sharing the story of its natural and cultural history, its heritage. The Center will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway.

Sustainable principles and practices will guide the character and development of the Center facilities and grounds. The Center will be an example of LEED certified building practices. The design, development, and management of the Center's grounds will showcase native landscape design and maintenance.

Please join me in supporting this valuable work.

Kirk Holmes, Director



CITY OF ELLENSBURG
501 North Anderson Street
Ellensburg, Washington 98926
Telephone: (509) 962-7221 Fax: (509) 962-7143

November 28, 2011

Federal Highway Administration
Scenic Byway Grant Program

Re: Yakima River Canyon Scenic Byway Interpretive Center

To Whom It May Concern:

I am writing on behalf of the Ellensburg City Council to express the City of Ellensburg's support in funding for the construction of an Interpretive Center at Helen McCabe State Park. The Center is an important element to the Scenic Byway experience and will be a resource to the visitors and community members alike.

The Center will provide an opportunity for visitors to recreate and expand their knowledge and understanding of the area and its wildlife. It will also serve the local communities in this capacity, as well as provide jobs and promote economic diversity and well-being.

The Center will link the northern end of the Byway to the southern end of a planned "City to Canyon" multipurpose trail along the Yakima River from Ellensburg to the Helen McCabe State Park and will provide a significant regional recreational opportunity.

We look forward to supporting and promoting the Interpretive Center and thank you for your consideration of grant funding for this project.

Sincerely,

A handwritten signature in blue ink, appearing to read "B. Tabb", followed by a horizontal line.

Bruce L. Tabb
Mayor

BLT/lg



CITY OF SELAH

Parks and Recreation Department

216 South First Street
Selah, Washington 98942

Phone: (509) 698-7300

Fax: (509) 698-7309

To Whom It May Concern,

I am writing in support of funding for an interpretive center at the Helen McCabe State Park in Ellensburg. An interpretive center would be great for educating visitors to the area as well as increase tourism to the Yakima River Canyon.

Currently along the Yakima River Canyon Scenic Byway there are signs that tell about the area's wildlife and vegetation. These signs are not well known or visible from the road; whereas an interpretive center is very noticeable and will catch people's attention and provide visitors with knowledge of the area. This benefits residents of the Yakima Canyon and the surrounding cities.

In Selah we promote the Yakima River Canyon and the plethora of outdoor recreation opportunities it has to offer. An interpretive center will only increase the promotion of outdoor opportunities in the canyon and the number of things to do at the Helen McCabe State Park. There is a walking trail that goes around the entire pond at the park. The trail leads walkers past several trees that are native to the area. The trees were planted there for educational purposes as well. Along with the walking trail, visitors are able to fish in the pond that is stocked with fish. Along with these physical activities there is also wildlife viewing opportunities at Helen McCabe Park. Mule Deer, Big Horn Sheep and several native birds including Hawks and Bald Eagles are local to the area.

An interpretive center at the Helen McCabe State Park will only benefit the Yakima Canyon and its neighbors. The City of Selah and its Tourism Department look forward to promoting the Center and the Yakima River Canyon Scenic Byway Initiative.

Sincerely,

Charles Brown
Tourism Coordinator
City of Selah



December 6, 2011

Ms. Jill Arango
Cascade Land Conservancy
409 North Pine
Ellensburg, WA 98926

Dear Ms. Arango:

RE: Federal Highway Administration's Scenic Byway Grant Program

Central Washington University is glad to join the city of Ellensburg, Kittitas County Department of Public Works and the Yakima Valley Visitors and Convention Bureau in support of the Cascade Land Conservancy's grant proposal. The Conservancy's project to establish the Yakima River Canyon Byway Interpretive Center will provide a resource to visitors through this marvelous canyon and of import to our institution provide a science education opportunity for K-12 students as well as the students and faculty of Central Washington University.

Our institution has previously collaborated with the Cascade Land Conservancy and found their mission to be consistent with the values of Central Washington University. Their staff have the ability to imagine large projects and equally important, to implement the project.

The enthusiasm for this project is remarkable and we are glad to join strong and committed partners in the support of this project. It has our strongest support.

Sincerely,

A handwritten signature in dark ink, appearing to read 'W. S. Quirk'.

Wayne S. Quirk, Ph.D.
Dean of Graduate Studies
Associate Vice President of Research and Economic Development



Kittitas Audubon Society • P.O. Box 1443 • Ellensburg, WA 98926

November 30, 2011

Jill Arango
Forterra
409 North Pine
Ellensburg, WA 98926

Kittitas Audubon (KAS) supports the construction of a Yakima Scenic Byway Interpretive Center at the north entrance to the Yakima Canyon Scenic Byway. The Center will educate travelers and the local population about the history of the area, its geology, the value of shrub-steppe lands and the Yakima River that flows therein.

The Yakima Canyon has been designated an *Important Bird Area** with standards set by National Audubon Society. Additionally the Umtanum Canyon whose creek flows into the Yakima Canyon is a second Important Bird Area within the Scenic Byway. The landscape is generally shrub steppe habitat that, along with its associated bird populations, is in serious decline. Educating to the importance of preservation of habitat is a goal KAS greatly endorses.

The Yakima Scenic Byway is a one-of-a-kind natural beauty. Because of its close proximity to the large population on the west side of the Cascade Mountains, an interpretive center will provide for recreational and economic enhancement, as well as, an educational center for all to discover the natural world.

Please support this endeavor.

Sincerely,

Gloria Baldi, President
Kittitas Audubon
P. O. Box 1443
Ellensburg, WA 98926

*Source: *Important Bird Areas of Washington*, compiled by Tim Cullinan, published by Audubon Washington, 2001.



May 25, 2011

To: National Scenic Byways Grant Program

As a member of the broad public/private partnership that supports the Yakima River Canyon Scenic Byway, the Kittitas County Chamber of Commerce would like to add its support for the Yakima River Canyon Scenic Byway Interpretive Center.

We believe that the Center, as a focal point for tourism and recreation, will be an important economic development initiative for our region and will help connect visitors to our community and history. The center will also foster an appreciation and understanding of the incredible natural and cultural wealth found in the Canyon, which led to it being named the first designated byway in Washington State.

Thank you your support of the Yakima River Canyon Scenic Byway Interpretive Center.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob".

Bob Hansen
Chief Executive Officer



November 29, 2011

Jill Arango, Chair
Kittitas Environmental Education Network
421 North Pearl Street, Suite 216
Ellensburg, WA 98926

Dear Ms. Arango:

I am pleased to convey my support for the Kittitas Environmental Education Network's 2011 application to the Scenic Byway program. As an organization dedicated to salmon recovery, Mid-Columbia Fisheries recognizes the importance of public education along the Yakima River Canyon Scenic Byway (SR821). Salmon recovery efforts rely on strong public support, and public support is dependent upon public understanding and appreciation of the resource. An interpretive center along the Yakima River Canyon Scenic Byway will lead to increased understanding, appreciation, and stewardship of the Yakima River ecosystem.

The Yakima River provides Critical Habitat for federally-threatened steelhead and bull trout, and supports strong populations of Chinook salmon, coho salmon, and rainbow trout. An interpretive center will help area visitors and residents to understand the value of these resources.

Please pass along my support of this project to the Scenic Byway program, and let the proposal reviewers know that I am happy to answer any questions about how KEEN's proposal would strengthen salmon recovery efforts in the basin. I can be reached by phone at (509)281-1311, and by email at becca@midcolumbiarfeg.com. Thank you for your work in preparing this proposal; the funded project would benefit drivers, recreationists, and the Yakima River.

Sincerely,

A handwritten signature in cursive script, appearing to read "Rebecca DG Wassell", is written in black ink.

Rebecca DG Wassell

Yakima Basin Program Manager
Mid-Columbia Fisheries Enhancement Group
PO Box 1271, White Salmon, WA 98672
Phone: 509-281-1311; Fax: 509-267-2151
becca@midcolumbiarfeg.com; www.midcolumbiarfeg.com

May 23, 2011

Federal Highway Administration
Scenic Byway grant program

RE: Yakima River Canyon Scenic Byway Interpretive Center

I am writing in support of the Yakima River Canyon Scenic Byway Interpretive Center grant proposal. The Center is an important element of the Scenic Byway experience, providing interpretation of the canyon, its history, and its environments. It will be a place for both travelers and locals to rest, rejuvenate, and recreate.

The Center anchors the northern end of the Byway and links it to the southern end of a planned "City-to-Canyon" multipurpose non-motorized trail along the Yakima River from Ellensburg to Helen McCabe State Park. Together, the Byway and City-to-Canyon trail, which also links to the cross-state John Wayne Trail – Iron Horse State Park, will provide a significant regional recreational opportunity.

After several years of planning, including public visioning and architectural drawings, this project is ready to be built. Please favorably consider funding construction of the Yakima River Canyon Scenic Byway Interpretive Center at Helen McCabe State Park.



Nancy Lillquist

Ellensburg City Councilmember

Chair, City to Canyon Trail Committee



GENE DANA, SHERIFF
KITTITAS COUNTY SHERIFF'S OFFICE

307 W. Umptanum Rd ♦ Ellensburg, WA 98926
(509) 962-7525 ♦ (509) 674-2584
FAX (509) 962-7599

December 7, 2011

Jill Arango
Forterra
409 North Pine
Ellensburg, WA 98926

RE: Kittitas County Letter of Support – Scenic Byway Interpretive Center

Please consider my support for the Yakima River Canyon Scenic Byway Interpretive Center.

I am a frequent user the Yakima Canyon for hiking, fishing and floating. I believe an interpretive center would be valuable addition at the mouth of the Canyon as a resource to visitors providing science-based education for all ages, and connecting our community to nature. The Center will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway - the first designated byway in Washington State.

As visitors travel west toward Seattle, the Center will offer interpretation of the lands they've passed through and introduce them to the forests to come. For visitors traveling east to recreate the Center will expand their understanding of the value of arid lands. For our local communities the Center will help increase the livability of our region, provide jobs, and promote economic development and diversity of our tourism industry.

The Center strives to recognize, interpret and promote the uniqueness and intrinsic values of the Yakima River Canyon Scenic Byway by sharing the story of its natural and cultural history, its heritage.

The Center will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway.

Sincerely,

A handwritten signature in black ink that reads "Gene Dana".

Gene Dana,
Sheriff



State of Washington

Department of Fish and Wildlife

South Central Region 3 – 1701 S. 24th Ave., Yakima WA 98902-5720

Phone: (509) 575-2740, Fax (509) 575-2474

May 25, 2011

Jill Arango
Cascade Land Conservancy
409 North Pine Street
Ellensburg, WA 98926

Dear Jill:

The Washington Department of Fish and Wildlife Supports your efforts to obtain funding for construction of the Interpretive Center at Helen McCabe Park. The northern entrance to the wild and scenic Yakima River Canyon is the ideal location to draw visitors to share in knowledge of the vast natural and cultural resources of our region. It is home to many animals including bighorn sheep, deer, elk, bear, and cougar. In addition thousands of salmon and steelhead migrate up the Yakima River through the canyon on the way to spawn in the upper watersheds of Kittitas County.

From the river valleys, through the deserts, the scenic geologic zones, and on to the top of the forested Cascade Mountains, the Interpretive Center at Helen McCabe Park offers the opportunity to learn more about the natural and cultural history of this unique area. WDFW looks forward to working with CLC on this project and others to promote the educational opportunities in the Yakima River Canyon.

Sincerely,

A handwritten signature in black ink that reads "Jeff Tayer". The signature is written in a cursive, flowing style.

Jeff Tayer
WDFW Region 3
Director

JT:lh



Yakima Greenway Foundation

Jill Arango
Cascade Land Conservancy
409 N. Pine
Ellensburg WA 98926

RE: Letter of support, Yakima River Canyon Scenic Byway, Helen McCabe Park interpretative center

The Yakima Greenway Foundation supports your efforts to fund and build a visitor and interpretative center at the Helen McCabe Park. The Yakima River Canyon of Kittitas and Yakima Counties is a very unique environmentally diverse and culturally significant natural asset.

The Center will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway. Preserving our environmental and cultural resources is a great thing to be putting our efforts toward and we support you in those activities.

Thank you for taking the lead in this process.

Larry Mattson
President
Yakima Greenway Foundation



Yakima Greenway Foundation

November 12, 2011

Jill Arango
Forterra
409 North Pine
Ellensburg, WA 98926

Subject: Yakima Greenway Foundation Support
Yakima River Canyon Scenic Byway Interpretive Center

The Yakima River Canyon Scenic Byway Interpretive Center (the Center) will serve as a resource to visitors and community members, provide science-based education for all ages, and connect our community to nature. The Center will encourage community partnerships and foster an appreciation and understanding of the incredible natural and cultural wealth found in Kittitas and Yakima Counties especially emphasizing the connections represented by the Yakima River Canyon Scenic Byway – the first designated byway in Washington State.

As visitors travel west toward Seattle, the Center will offer interpretation of the lands they've passed through and introduce them to the forests to come. For visitors traveling east to recreate the Center will expand their understanding of the value of arid lands. For our local communities the Center will help increase the livability of our region, provide jobs, and promote economic development and diversity of our tourism industry.

The Center strives to recognize, interpret and promote the uniqueness and intrinsic values of the Yakima River Canyon Scenic Byway by sharing the story of its natural and cultural history, its heritage. The Center will provide quality environmental education and recreational experiences while maintaining a balanced emphasis on stewardship of the land, water, wildlife, cultural, and historic resources of the Yakima River Canyon Scenic Byway.

The Yakima Greenway foundation supports the efforts to construct and operate this Center.

Respectively,

Al Brown, Executive Director
Yakima Greenway Foundation