

# Kittitas County Tourism Infrastructure Plan



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## Executive summary

### **Geotourism (chapter 1)**

Geotourism sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the wellbeing of its residents. This Kittitas County tourism infrastructure plan is based on a geotourism definition and approach.

The amount of lodging tax revenue being generated in Kittitas County has increased significantly in recent years due to the development of additional lodging facilities and tourist attractions. As a result, the Board of County Commissioners (BOCC) and the Consolidated Lodging Tax Advisory Committee (LTAC) commissioned this Kittitas County Tourism Infrastructure Plan to determine trends in geotourism, profiles of typical geotourists, projections of geotourism potentials, assets that attract geotourists, goals and actions necessary to expand geotourism potential, and implementation steps necessary to achieve results.

### **Trends (chapter 2)**

Kittitas County tourism spending between 1991 and 2013, increased by 4.6% or to \$170,200,000 resulting in a 4.5% increase in earnings or to \$53,100,000 in tourism related employment, and - 0.7% in employment or to 2,380 jobs by 2013.

Kittitas County, Roslyn, Cle Elum, and Ellensburg's combined revenues from the state-shared and added local lodging tax increased from \$163,627 in 1994 to \$1,296,722 by 2014 increasing at an annual average growth rate of 13.7%.

### **Profiles (chapter 3)**

A survey conducted on Kittitas County and Kittitas County Chamber of Commerce websites of tourist respondents indicated 33% of survey respondents primarily live in Puget Sound (Tacoma, Seattle, Everett) and other Western Washington State (18%) for 51% total from the west side of the state, Central Washington State (29%), Eastern Washington State (12%), Oregon (3%), California (1%), other states in the US (4%), and Canada (0.1%). The results generally

reflect population distributions within Washington State and possibly the impact of major travel corridors on I-90 and US-2 to major metropolitan areas in Western Washington.

Of the survey respondents 69% definitely planned on participating in recreation including biking, hiking, swimming, kayaking, boating, fishing, hunting, skiing, and other winter activities and 61% to visit family and friends compared with area ambiance including shopping in stores, eating in restaurants (47%), attending events including festivals or other celebrations (42%), ecotourism including nature and wildlife tours, bird watching (30%), history including touring landmarks, historic districts, and museums (30%), agritourism including touring wineries, farms, ranches, barn quilts (22%), arts and culture including visiting artists studios, galleries (14%), or attending a meeting or conference (10%). Conversely, 82% of survey respondents definitely planned on not participating in a meeting or conference compared with arts and culture (40%), agritourism (38%), ecotourism (31%), history (24%), family and friends (22%), events (21%), area ambience (16%), and recreation (14%).

### **Projections (chapter 4)**

Kittitas County's principal market area is deemed to be counties best served by major roadways including Interstate 90 serving King and Pierce Counties to the west and Grant County to the east, US-2 and US-97 serving Snohomish and Chelan Counties to the northwest and Douglas County to the northeast, and Interstate 82 serving Yakima and Benton Counties to the south.

The results of the website tourist survey generally reflect population distributions within Washington State and possibly the impact of major travel corridors on I-90 and US-2 to major metropolitan areas in western Washington. Given the significantly larger populations residing in western Washington, even minor increases in tourist attraction from western Washington could easily generate greater tourist visitation volumes than major increases from the smaller populations in central and eastern Washington.

Expenditure projections partly reflect the different participation rates between activities, with niche activities with low participation rates like surfboarding and rafting generating low expenditure volumes, and partly the geographic location of sites with characteristics supportive of the activity, like skiing and fishing.

The projections do not distinguish between geotourism activities that are already attracting a high percentage of the participants of the activity, like skiing or fishing, however, from geotourism activities with high potential participation and expenditure volumes which Kittitas County has not established a strong market draw of capture.

**Geotourism activities generating MOST likely visitation after being provided information on Kittitas County attractions** - include historical districts and landmarks (60% of the follow-up respondents will visit more now that aware of attractions), farms, famers' markets, and produce stands (60%), public lands (55%), wildlife habitat areas (55%), extent of wildlife species (55%), fishing access sites (53%), museums and Native American sites (53%), historical railroads and roads (53%), hiking trails (53%), art galleries, studios, and performances (50%) **suggesting that outreach will be most effective for these attractions since they do not know or have not visited these destinations. The expenditure projections indicate these activities also generate the largest potential expenditure volumes in Kittitas County through 2040.**

**Geotourism activities generating LEAST likely visitation after being provided information on Kittitas County attractions** - include horse trails (11%), off-road vehicle (ORV) trails (16%), all-terrain vehicles (ATV) trails (16%), hunting and shooting sites (16%), barns and farmsteads (20%), and barn quilts (25%) suggesting that participants of these activities currently know of Kittitas County attractions **suggesting that outreach will be least effective for these attractions since they know or have already frequented these destinations. The expenditure projections indicate these activities also generate the least potential expenditure volumes in Kittitas County through 2040**

### **Assets (chapter 5)**

Geotourism maps were developed from a database of recreation and culture created by Manastash Mapping for Washington Hometown Project. The data was drawn from numerous public sources and from interviews with recreation managers and user groups including Kittitas County, Roslyn, Cle Elum, Ellensburg, Washington State Parks & Recreation Commission (P&RC - State Parks), Departments of Fish & Wildlife (DFW), Natural Resources (DNR), Transportation (WSDOT), and History & Archaeology (DHAP), US Forest Service (USFS), and various private and nonprofit agencies including Suncadia, Forterra, Mountain to Sound Greenway, among others (see Appendix H).

### **Goals (chapter 6)**

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

- Develop integrity of place
- Be market selective
- Diversify market opportunities
- Satisfy tourists
- Involve the community
- Benefit the community
- Protect and enhance destination appeal
- Guide land use
- Conserve resources
- Proactively plan
- Interpret interactively
- Evaluate

### **Actions (chapter 7)**

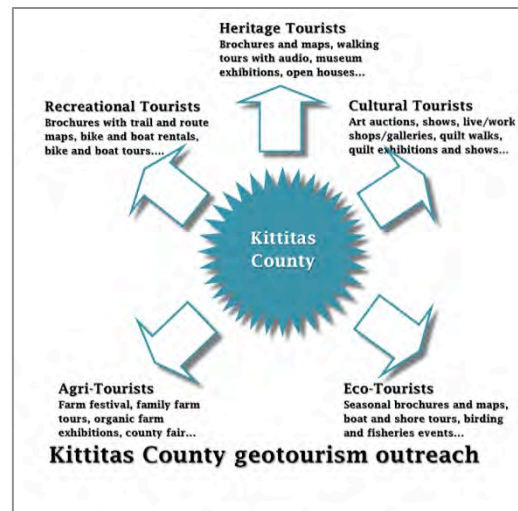
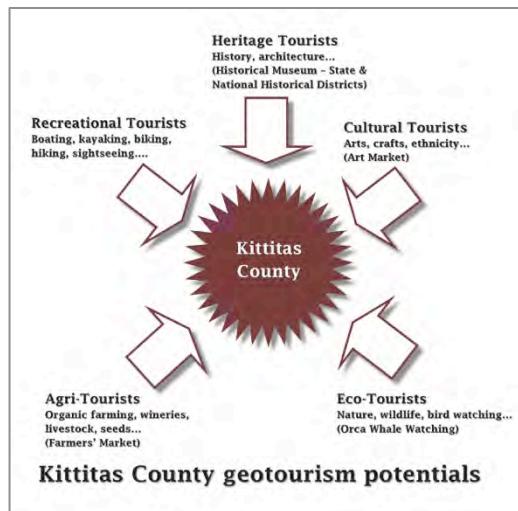
Action tasks were identified from the results of the visitor and follow-up surveys, Cle Elum and Ellensburg workshops, public open houses, and tourism data. While the proposed actions are comprehensive, **the action tasks are not inclusive of all possible options** that may implement Kittitas County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



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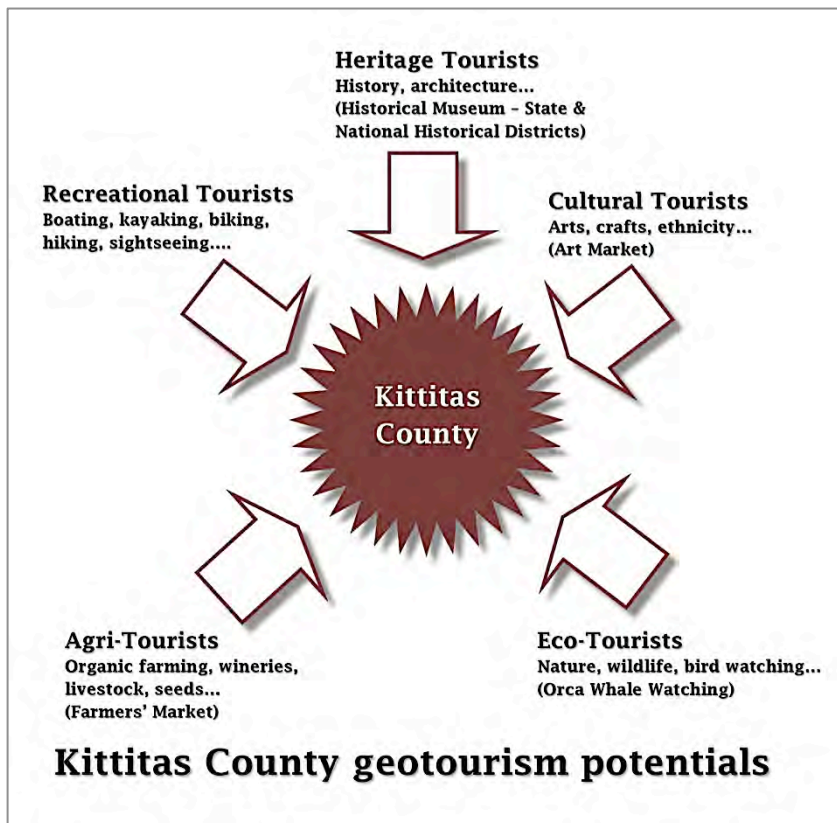
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# 1: Introduction

## Geotourism

Geotourism, as defined by the National Geographic Center for Sustainable Destinations, sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the wellbeing of its residents.



- **Geotourism adds to sustainability principles** - by building on

a destination's geographical character, its "sense of place," to emphasize the distinctiveness of its locale and benefit visitor and resident alike.

- **Geotourism is synergistic** - all the elements of geographical character work together to create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.
- **Geotourism involves the community** - including local businesses and civic groups to provide a distinctive, authentic visitor experience.
- **Geotourism informs both visitors and hosts** - whereby residents discover their own heritage by learning that things they take for granted may be interesting to outsiders and whereby local residents develop pride and skill in showing off their locale, tourists get more out of their visit.
- **Geotourism benefits residents economically** - where travel businesses hire local workers, and use local services, products, and supplies. When community members understand the benefits of geotourism, they take responsibility for destination stewardship.
- **Geotourism supports integrity of place** - where destination-savvy travelers seek out businesses that emphasize the character of the locale, and in return, local stakeholders who receive economic benefits appreciate and protect the value of those assets.
- **Geotourism means great trips** - where enthusiastic visitors bring home new knowledge and stories encouraging friends and relatives to experience the same thing, which brings continuing business for the destination.

This Kittitas County tourism infrastructure plan is based on a geotourism definition and approach.

## Purpose/organization of this geotourism plan

The amount of lodging tax revenue being generated in Kittitas County has increased significantly in recent years due to the development of additional lodging facilities and tourist attractions.

As a result, the BOCC and the LTAC commissioned this Kittitas County Tourism Infrastructure Plan to determine the following:

- **Trends** - including estimates of past annual Kittitas County tourist volumes and expenditure patterns for accommodations, food service, food stores, transportation and gas, arts, entertainment, and recreation, and retail sales services in the local economy.
- **Profiles** - of Kittitas County tourists including place of residence, age, household status, education, income, method of travel, information sources, and other characteristics.
- **Projections** - of potential tourist volumes and expenditures that could be drawn to Kittitas County attractions were geotourism assets properly supported, marketed, and promoted including which assets potentially generate the greatest cost/benefit return for the use of capital project lodging taxes.

- **Assets** - including existing and potential geotourism heritage, cultural, environmental, agricultural, and recreational destinations and attractions Kittitas County tourists attend and are interested in attending were they properly supported, marketed, and promoted.
- **Actions** - Kittitas County should take to effectively develop the capital projects (infrastructure) to capture this potential and the lead agents and supporting players necessary to successfully accomplish each capital project requirement.
- **Implementation** - criteria to be used to generate, score, and rank future capital project applications in order to realize the tourism market and local economic benefits identified above.

The findings and recommendations for these objectives are provided in the following chapters corresponding to each objective. Detailed information is provided in the Appendices to this plan.

## 2: Trends – in tourism volumes, expenditures, and revenues

### Kittitas County tourism volumes and expenditures

Tourist volumes and expenditures for each county and statewide were collected from 1991 until 2009 by the Washington State Tourism Commission under a contract with Dean Runyan Associates until the Legislature abolished the Commission in 2009. Tourist information has been collected since 2009 on a county-by-county basis by Dean Runyan Associates under a contract with the privately funded Washington State Tourism Alliance and each participating county including Kittitas County. Following are major findings:

#### Tourist expenditures 1991-2013

- From 1991 to 2013, Washington State, tourism spending increased at 4.4% or to \$18.6 billion resulting in 4.7% increase in earnings or to \$5.0 billion in tourism related employment, and 0.7% in employment or to 159.2 thousand jobs by 2013.
- By comparison, Kittitas County during the same 1991 to 2013 period increased tourism spending by 4.6% or to \$170.2 million resulting in a 4.5% increase in earnings or to \$53.1 million in tourism related employment, and -0.7% in employment or to 2,380 jobs by 2013.

#### Average annual growth rate (AAGR)

Years	Kittitas County			Washington State		
	Spend	Earn	Jobs	Spend	Earn	Jobs
1991-2013	4.6%	4.5%	-0.7%	4.4%	4.7%	0.7%
1991-2004	2.9%	3.2%	-3.0%	4.7%	5.7%	0.7%
2004-2013	7.0%	6.5%	2.8%	4.0%	3.3%	0.8%
2013-2014	8.5%	3.6%	9.5%	4.8%	1.8%	2.6%

Source: Dean Runyan Associates

- From 1991-2004, however, Kittitas County lagged behind Washington State averaging 2.9% in average annual growth rate (AAGR) in spending compared to 4.7% in Washington State, 3.2% in earnings compared to 5.7% in Washington State, and -3.0% in

employment compared to 0.7% in Washington State.

- From 2004-2013, however, Kittitas County exceeded Washington State averaging 7.0% in average annual growth rate (AAGR) in spending compared to 4.0% in Washington State, 6.5% in earnings compared to 3.3% in Washington State, and 2.8% in employment compared to 0.8% in Washington State.
- From 2013-2014, Kittitas County exceeded Washington State significantly averaging 8.5% in average annual growth rate (AAGR) in spending compared to 4.8% in Washington State, 3.6% in earnings compared to 1.8% in Washington State, and 9.5% in employment compared to 2.6% in Washington State.

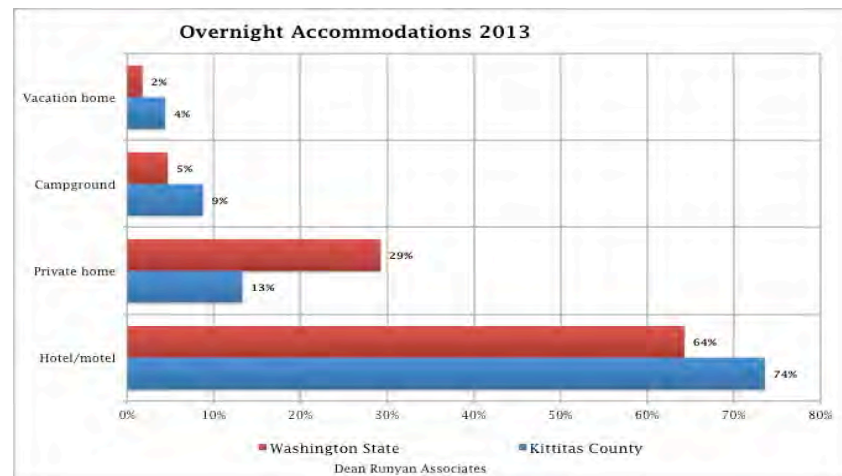
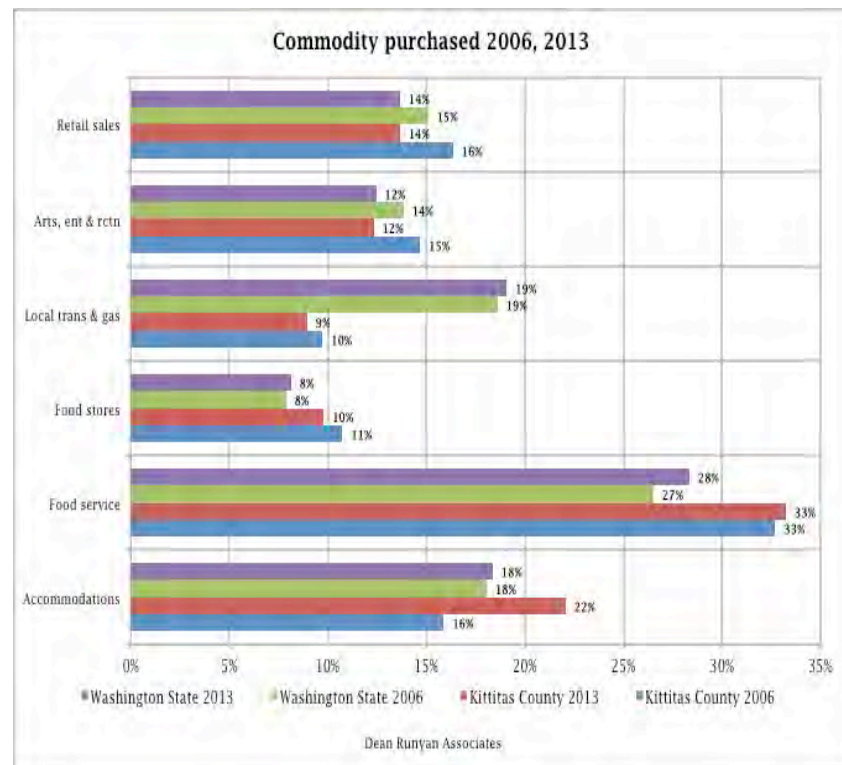
#### Destination spending 2006 and 2013

- In 2006, Kittitas County visitors spent proportionately less in accommodations at 16% compared to 18% in Washington State, more in food service at 33% compared to 27% in Washington State, more in food stores at 11% compared to 8% in Washington State, less in local transportation and gas at 10% compared to 19% in Washington State, more in arts, entertainment, and recreation at 15% compared to 14% in Washington State, and more in retail sales at 16% compared to 15% in Washington State.

#### Percent of total destination spending

	Kittitas County		Washington State	
	2006	2013	2006	2013
Accommodations	16%	22%	18%	18%
Food service	33%	33%	27%	28%
Food stores	11%	10%	8%	8%
Local transportation/gas	10%	9%	19%	19%
Arts, entertainment, rctn	15%	12%	14%	12%
Retail sales	16%	14%	15%	14%
<b>Total spending (millions)</b>	<b>\$109</b>	<b>\$166</b>	<b>\$10,821</b>	<b>\$13,410</b>

Source: Dean Runyan Associates





- In 2013, Kittitas County visitors spent proportionately more in accommodations at 22% compared to 18% in Washington State, more in food service at 33% compared to 28% in Washington State, more in food stores at 10% compared to 8% in Washington State, less in local transportation and gas at 9% compared to 19% in Washington State, the same in arts, entertainment, and recreation at 12% compared to 12% in Washington State, and the same in retail sales at 14% compared to 14% in Washington State.

#### **Type of accommodations in 2013**

- In 2013, Kittitas County visitors stayed more in hotels and motels at 61% compared to 51% in Washington State, less in private homes at 11% compared to 23% in Washington State, more in campgrounds at 7% compared to 4% in Washington State, more in vacation homes at 4% compared to 1% in Washington State, and less passing through in day travel at 17% compared to 21% in Washington State.

#### **Spending on accommodations in 2013**

	<b>Kittitas County</b>	<b>Washington State</b>
Hotel, motel	61%	51%
Private home	11%	23%
Campground	7%	4%
Vacation home	4%	1%
Day travel	17%	21%
<b>Total (millions)</b>	<b>\$166</b>	<b>\$14,909</b>

Source: Dean Runyan Associates

#### **Kittitas County lodging tax revenue**

RCW 67.28.181 allows the legislature body of any municipality to impose an excise tax that cannot exceed the lesser of 2.0% or a rate that, when combined with all other taxes imposed upon sales of lodging within the municipality equals 12.0%. A local added lodging tax cannot be imposed in increments smaller than 0.1%.

Kittitas County, Cle Elum, Ellensburg, and Roslyn have imposed the allowable state-shared rate of 2.0% since 1994. Kittitas County

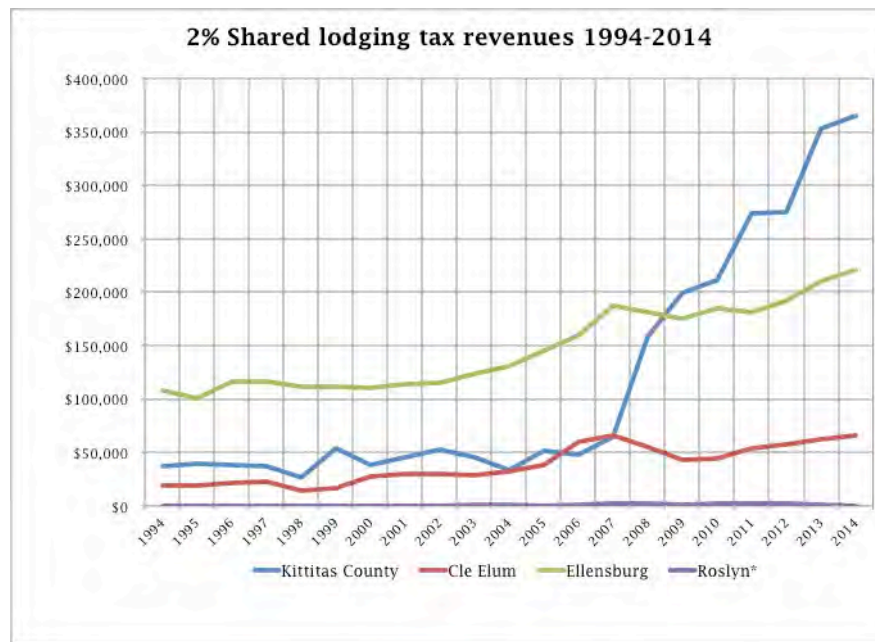
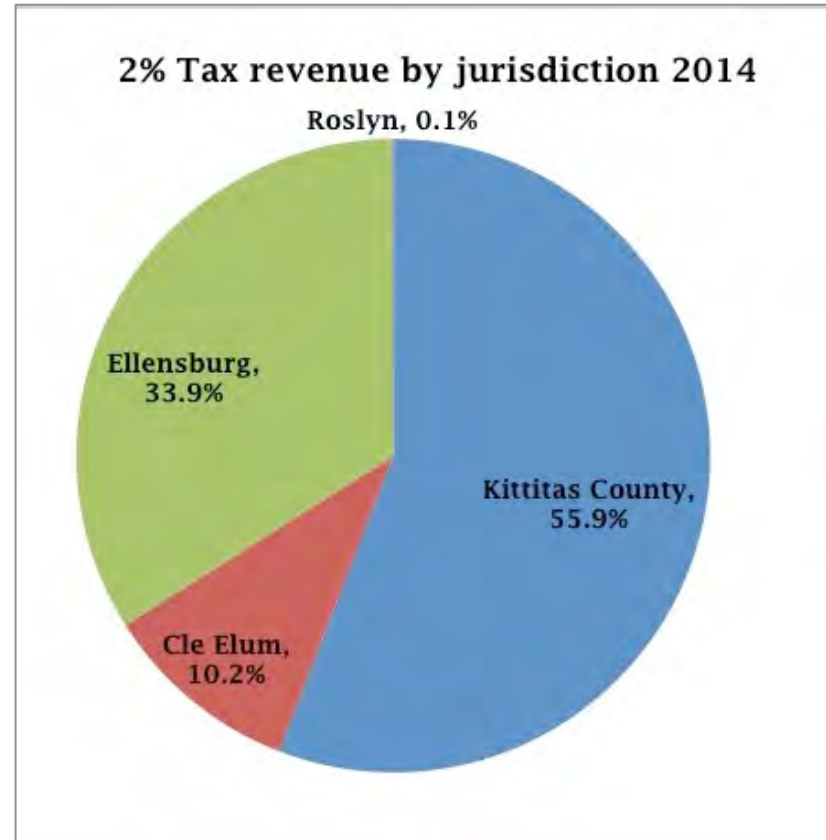
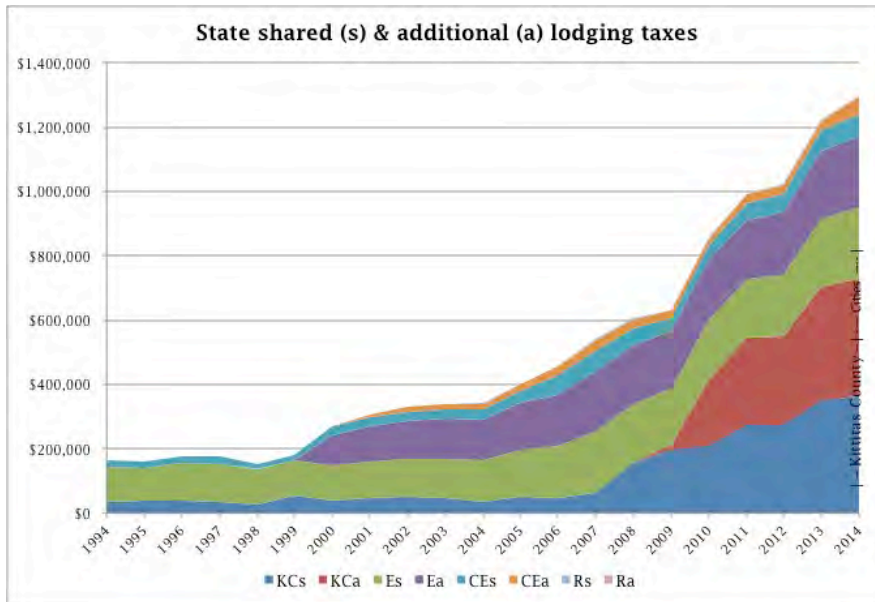
imposed the additional local lodging tax beginning in 2009, Cle Elum in 2001, Ellensburg in 2000, and Roslyn in 2010. Currently, Kittitas County, Cle Elum, Ellensburg, and Roslyn impose the allowable lodging shared and local rates totaling 4.0%.

The Washington State Department of Revenue (DOR) collects and disburses lodging tax revenues for all jurisdictions in the state.

<b>Current lodging tax rates</b>	<b>State-shared</b>	<b>Local</b>	<b>Total</b>
Cle Elum	2.0%	2.0%	4.0%
Ellensburg	2.0%	2.0%	4.0%
Roslyn	2.0%	2.0%	4.0%
Kittitas County	2.0%	2.0%	4.0%

Source: Washington State Department of Revenue (DOR)

- The state-shared 2.0% lodging tax revenues from Kittitas County, Cle Elum, Ellensburg, and Roslyn increased steadily from \$163,627 in 1994 to \$652,669 by 2014.
- The added local lodging tax revenues steadily increased as well from \$92,331 in 2000 when Ellensburg began imposing the tax to \$644,053 by 2014 when Kittitas County, Cle Elum, Ellensburg, and Roslyn were all imposing the maximum local allowable 2.0% rate.
- Combined revenues from the state-shared and added local lodging tax increased from \$163,627 in 1994 to \$1,296,722 by 2014 increasing at an annual average growth rate of 13.7%.
- Kittitas County's share of the combined state-shared and added local lodging tax fluctuated between 1994 and 2006 from a high of 29.4% in 1999 to a low of 9.7% in 2004. Kittitas County's share increased steadily since from 26.1% in 2008 to 56.2% by 2014.



### 3: Profiles – of Kittitas County tourists

A web-based survey has been collected of visitors to the Cle Elum, Ellensburg, and Kittitas County Chambers of Commerce as well as through postcard handouts and other printed materials at various locations throughout the county for the past 9 months. The survey will remain open on the websites for as long as there continue to be responses.

The survey results reflect persons who are using these websites to gather or browse information about Kittitas County tourist interests and may not reflect the interests or characteristics of persons who use other sites or other means of information. A random drawing for a \$250 Kittitas County Chamber of Commerce gift certificate was advertised as an incentive to complete the survey of which 71% of survey respondents registered.

Following are major findings of the results generated by 359 responses thus far (complete survey is provided in Appendix A):

#### Characteristics

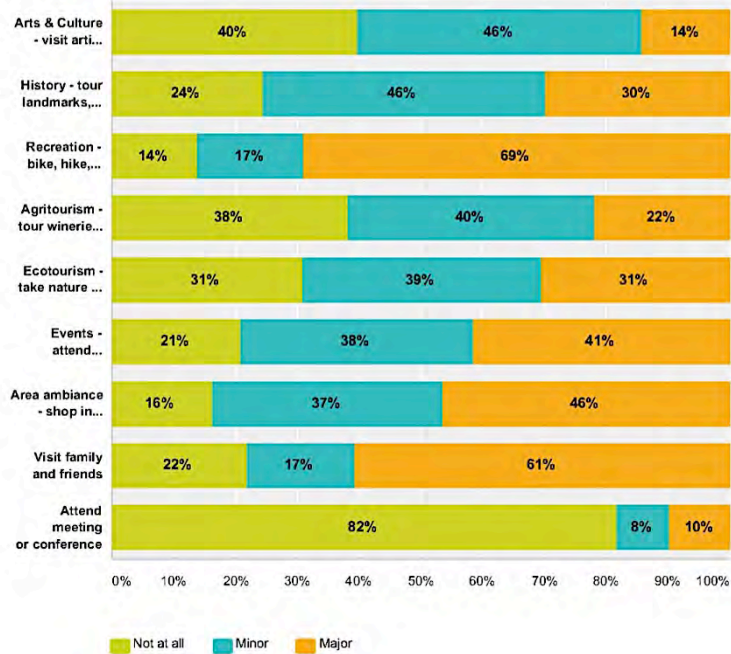
- **Place of residence** – 33% of survey respondents primarily live in Puget Sound (Tacoma, Seattle, Everett) and other Western Washington State (18%) for 51% total from the west side of the state, Central Washington State (29%), Eastern Washington State (12%), Oregon (3%), California (1%), other states in the US (4%), and Canada (0.1%). The results generally reflect population distributions within Washington State and possibly the impact of major travel corridors on I-90 and US-2 to major metropolitan areas in Western Washington.
- **Number of visits** – 85% of survey respondents visited Kittitas County 8 or more times compared with 0 or first time (1%), 1 time (2%), 2 times (2%), 3 times (2%), 4 times (1%), 5 times (3%), 6 times (3%), and 7 times (1%).
- **Means of travel** – 92% of survey respondents travel predominately by car compared with RV (3%), rented car (2%),

airplane (2%), bicycle (1%), and tour bus (0%).

- **Duration of stay** – 36% of survey respondents stay in Kittitas County for measurable durations of 8+ days compared with 2 days (22%), 3 days (14%), 1 day (7%), 4 days (7%), 5 days (4%), 6 days (2%), 7 days (2%), and 0 days (6%).
- **Type of accommodations** – 26% of survey respondents stayed in family seasonal housing compared with friends homes (23%), hotels and motels (20%), campgrounds (12%), rented houses (6%), B&Bs (1%), and other (12%).
- **Not staying overnight** – 43% of survey respondents did not stay overnight as they were day-tripping (71%) or visiting other places or passing through (22%), or accommodations were not available (6%).
- **Size of party under age 18** – 30% of survey respondents had no accompanying children under age 18 while most had 2 (36%), 1 (11%), 3 (9%), 4 (9%), 6 (2%), 5 (1%), or other 8+ (2%).
- **Size of party over age 19** – 61% of survey respondents have 2 adults in the party while the remainder had 4 (14%), 3 (10%), 1 (9%), 6 (3%), 5 (1%), or over 8+ (2%).
- **Plan on coming back** – 96% of survey respondents plan on returning to Kittitas County compared with maybe (4%), and not (0%).
- **Number of times returning in the next year** – 26% of survey respondents indicated they would return occasionally or 4-6 times in the next year compared with regularly or 25+ times (25%), frequently or 7-12 times (22%), rarely or 1-3 times (16%), often or 13-24 times (10%), and not at all (1%).
- **Age group** – 30% of survey respondents were age 45-54 compared with age 55-64 (26%), 35-44 (22%), 65+ (12%), 25-34 (9%), and 19-24 (1%).

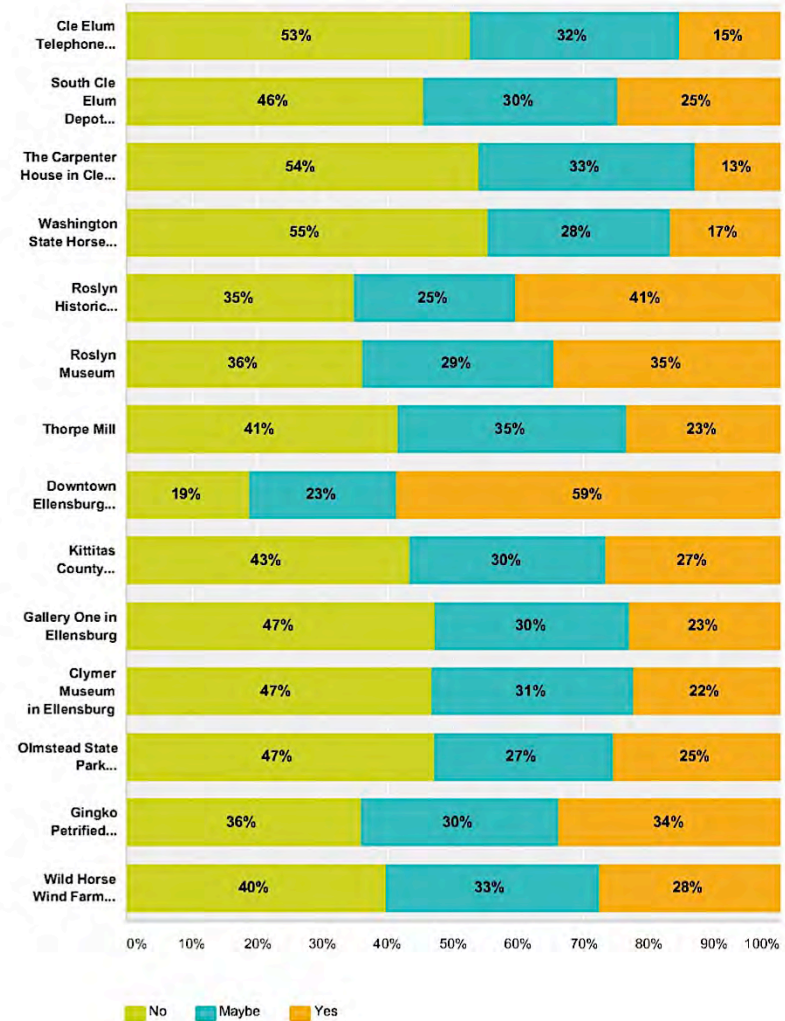
### Q5 For what reasons did/will you come to Kittitas County today?

Answered: 356 Skipped: 12



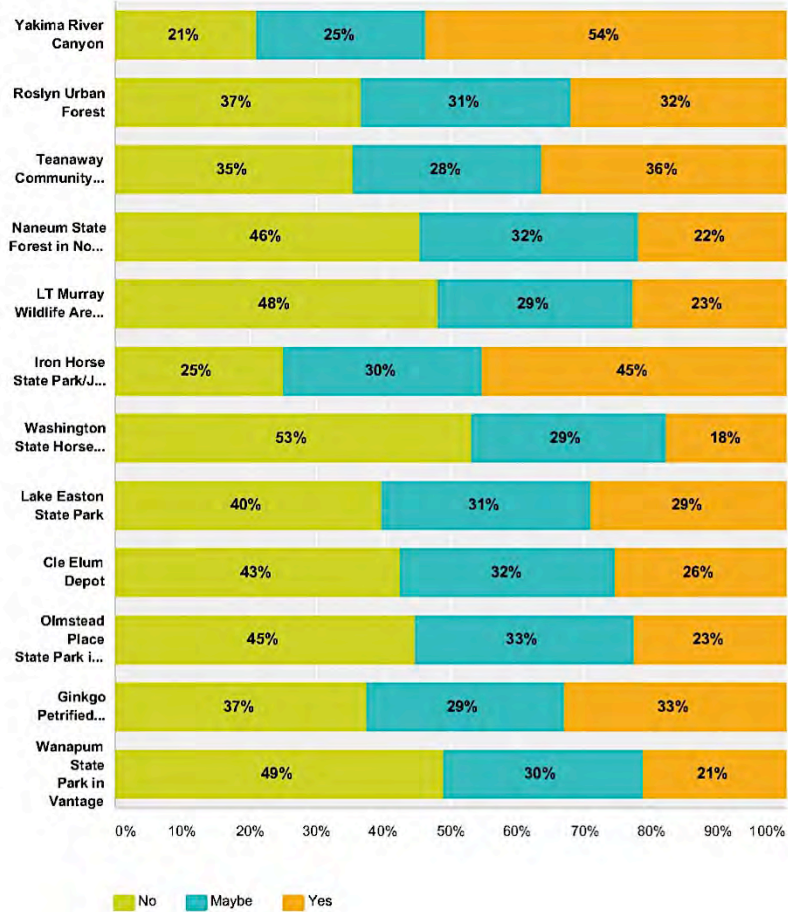
### Q9 Have/will you visit the following historical and cultural facilities during your visit?

Answered: 349 Skipped: 19



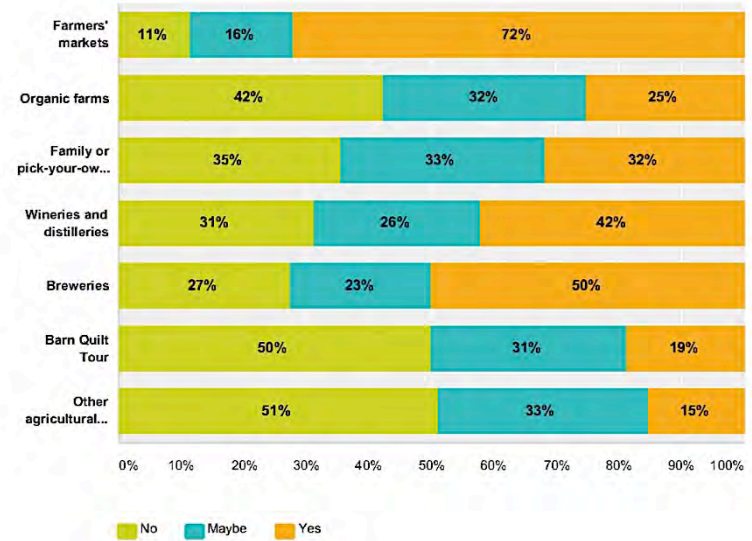
**Q12 Have/will you visit the following wildlife and environmental interpretive facilities and state parks during your visit?**

Answered: 340 Skipped: 28



**Q15 Have/will you visit the following agritourism attractions during your visit (please specify which ones)?**

Answered: 345 Skipped: 23





- **Household income** - 41% of survey respondents had household incomes above \$100,000 compared with \$50-74,999 (20%), \$30-49,999 (15%), \$75-99,999 (12%), \$20-29,999 (7%), and under \$20,000 (5%).
- **Recommend Kittitas County** - 81% of survey respondents definitely recommend Kittitas County's attractions, programs, and facilities to others compared with maybe (19%), and not at all (0%).

### **In summary**

Survey respondents, and thereby a self-selected sample of Kittitas County visitors, are predominately from Western Washington; are frequent visitors; travel by car; stay for a number of days in a variety of accommodations including seasonal housing, friends, and hotels; accompanied by some children and 2 or more adults; plan on coming back at least 4-12 times next year; of a mixture of age groups; having upper income, and definitely recommending Kittitas County attractions, programs, and facilities.

### **Destinations**

- **Kittitas County only destination** - 53% of survey respondents indicated Kittitas County was their only destination compared with 47% who did not.
- **Visit other cities and places in Kittitas County** - 77% of survey respondents definitely planned to visit Cle Elum, 74% Ellensburg, and 71% Roslyn compared with Suncadia (42%), Snoqualmie (40%), Kittitas (33%), and Vantage (29%). Conversely, 12% of survey respondents definitely planned on not visiting Cle Elum, 13% Ellensburg, 15% Roslyn compared with Suncadia (38%), Snoqualmie (41%), Kittitas (51%), and Vantage (52%).
- **Visit other cities and places in Eastern Washington, Oregon, and Idaho** - 38% of survey respondents definitely planned on visiting Yakima, 36% Leavenworth, and 32% Wenatchee compared with Moses Lake (18%), Winthrop (17%), Tri-Cities (16%), Spokane (15%), Bend, Oregon (15%), and Coeur D'Alene, Idaho (15%). Conversely, 78% of survey respondents definitely planned on not visiting Walla Walla, 74% Tri-Cities, 74% Coeur D'Alene, Idaho, 73%

Bend, Oregon, 72% Moses Lake, 70% Spokane, and 70% Winthrop compared with Wenatchee (46%) and Leavenworth (37%).

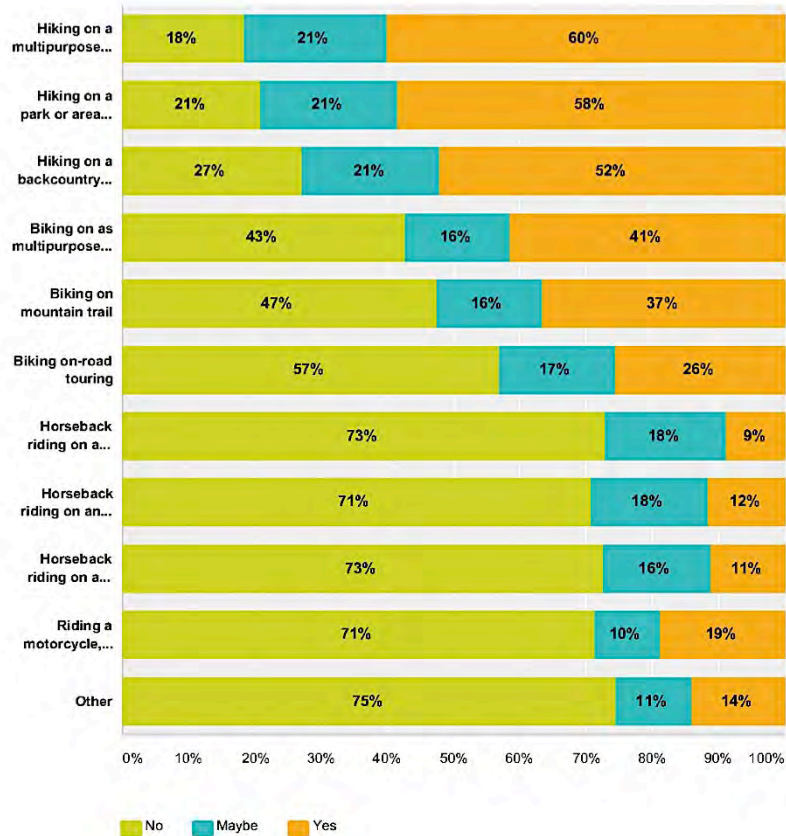
### **Attractions**

- **Reasons for Kittitas County visit** - 69% of survey respondents definitely planned on participating in recreation including biking, hiking, swimming, kayaking, boating, fishing, hunting, skiing, and other winter activities and 61% to visit family and friends compared with area ambience including shopping in stores, eating in restaurants (47%), attending events including festivals or other celebrations (42%), ecotourism including nature and wildlife tours, bird watching (30%), history including touring landmarks, historic districts, and museums (30%), agritourism including touring wineries, farms, ranches, barn quilts (22%), arts and culture including visiting artists studios, galleries (14%), or attending a meeting or conference (10%). Conversely, 82% of survey respondents definitely planned on not participating in a meeting or conference compared with arts and culture (40%), agritourism (38%), ecotourism (31%), history (24%), family and friends (22%), events (21%), area ambience (16%), and recreation (14%).
- **Special events** - 36% of survey respondents definitely planned on attending a special event or festival during their visit compared with maybe (25%), and not at all (39%).
- **Would like more information on special events** - 33% of survey respondents would like more information on special events and festivals in Kittitas County compared with maybe (21%), and not at all (46%).
- **Historical and cultural facilities** - 59% of survey respondents definitely planned on visiting Downtown Ellensburg compared with Roslyn historic district (41%), Roslyn museum (35%), Ginkgo Petrified Forest (34%), Wild Horse Wind Farm (27%), Kittitas County in general (26%), Olmstead State Park (25%), South Cle Elum Depot (25%), Thorpe Mill (23%), Gallery One in Ellensburg (23%), Clymer Museum in Ellensburg (22%), Washington State Horse Park (17%), Cle Elum Telephone Museum (15%), and The Carpenter House in Cle Elum (13%).



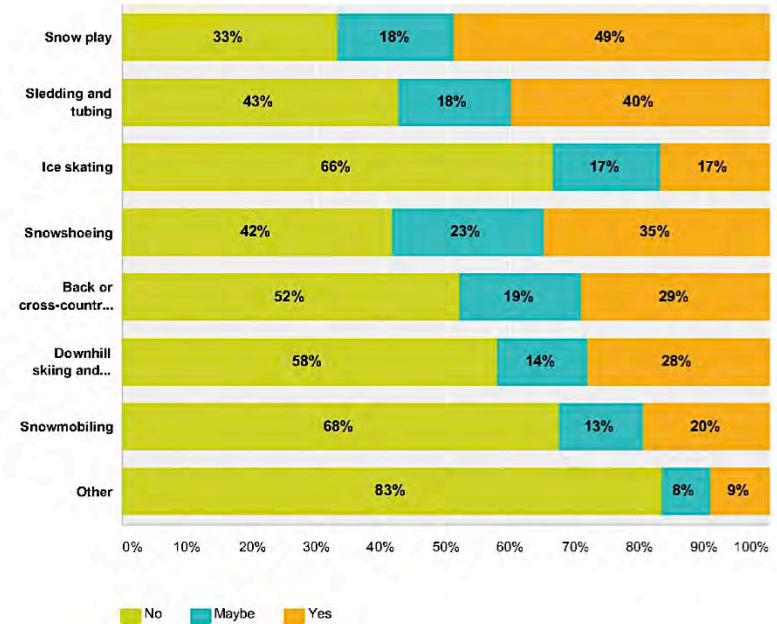
**Q18 Have/will you participate in the following non-winter trail-oriented recreational activities during your visit (please specify facility or location)?**

Answered: 344 Skipped: 24



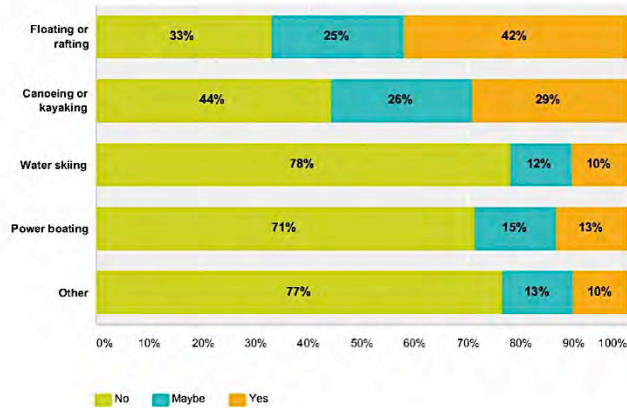
**Q19 Have/will you participate in the following winter-oriented trail and recreational activities during your visit (please specify facility or location)?**

Answered: 334 Skipped: 34



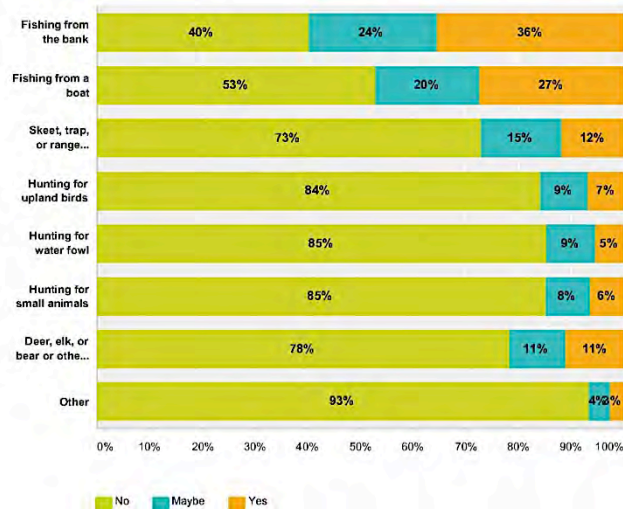
**Q20 Have/will you participate in the following water-oriented recreational activities during your visit (please specify facility or location)?**

Answered: 330 Skipped: 38



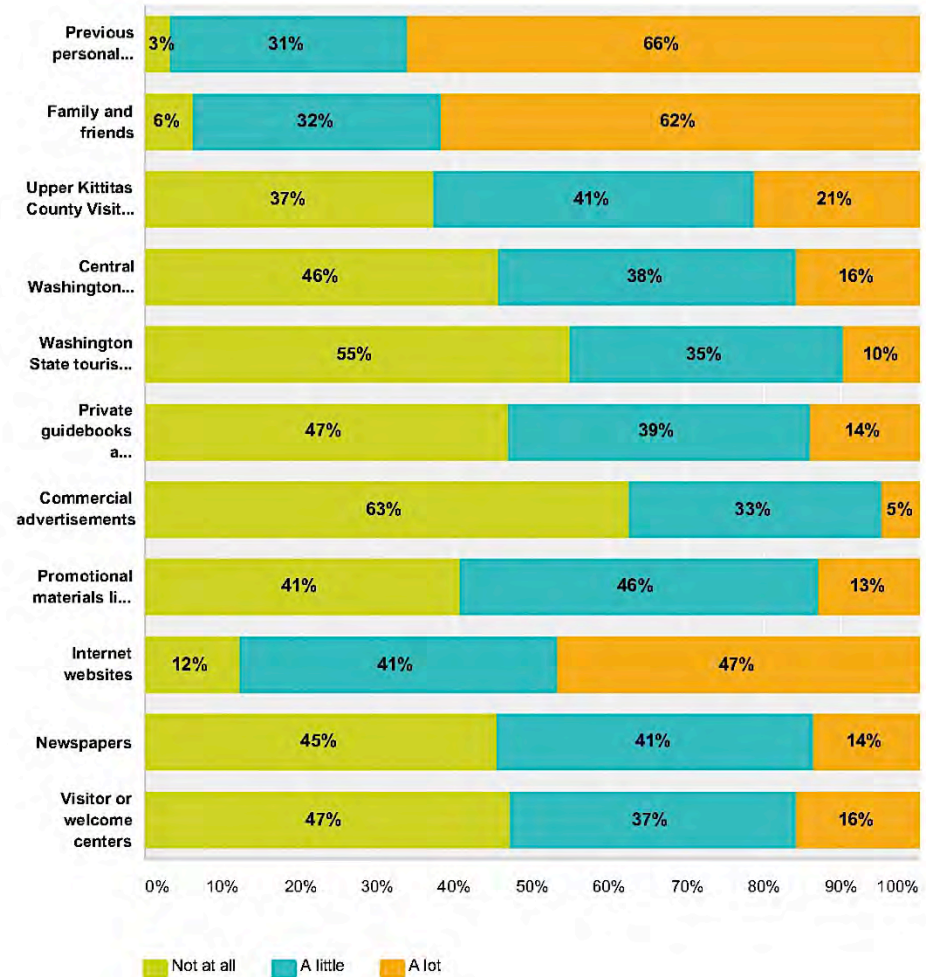
**Q21 Have/will you participate in the following fishing and hunting-oriented recreational activities during your visit (please specify facility or location)?**

Answered: 322 Skipped: 46



**Q24 How much did/will the following sources provide you information about Kittitas County's attractions, services, and other particulars?**

Answered: 343 Skipped: 25



- **Would like more information on historical and cultural attractions** - 24% of survey respondents would like more information on historical and cultural attractions compared with maybe (20%), and not at all (57%).
- **Wildlife and environmental interpretive facilities** - 54% of survey respondents definitely planned on visiting the Yakima River Canyon and 45% Iron Horse State Park/John Wayne Trail compared with Teanaway Community Forest (37%), Ginkgo Petrified Forest (33%), Roslyn Urban Forest (32%), Lake Easton State Park (29%), Cle Elum Depot (26%), Olmstead Place State Park (23%), LT Murray Wildlife Area (23%), Naneum State Forest (22%), Wanapum, State Park in Vantage (21%), and Washington State Horse Park (18%).
- **Would like more information on wildlife and environmental interpretive facilities** - 28% of survey respondents would like more information on wildlife and environmental interpretive facilities compared with maybe (21%), and not at all (51%).
- **Agritourism attractions** - 72% of survey respondents definitely planned on visiting a farmers' market compared with breweries (50%), wineries and distilleries (42%), family or pick-your-own farms (32%), organic farms (25%), barn quilt tour (19%), and other agricultural attractions (15%).
- **Would like more information on agritourism attractions** - 20% of survey respondents would like more information on agritourism attractions compared with maybe (19%), and not at all (62%).
- **Non-winter trail-oriented recreational activities** - 60% of survey respondents definitely planned on hiking on a multipurpose trail, 58% on a park or area trail, 52% on a backcountry trail compared with biking on a multipurpose trail (41%), biking on a mountain trail (37%), biking on-road touring (25%), riding on a motorcycle, ATV, or ORV (19%), horseback riding on an area trail or place (12%), horseback riding on a backcountry trail (11%), horseback riding on a multipurpose trail (9%), or other (14%).
- **Winter oriented trail and recreational activities** - 48% of

survey respondents definitely planned on snow play and 40% on sledding and tubing compared with snowshoeing (35%), back or cross-country skiing (29%), downhill skiing and snowboarding (28%), snowmobiling (19%), ice skating (17%), and other (9%).

- **Water oriented recreation activities** - 42% of survey respondents definitely planned on floating or rafting compared with canoeing or kayaking (29%), power boating (13%), water skiing (10%), and other (10%).
- **Fishing and hunting oriented recreational activities** - 35% of survey respondents definitely planned on fishing from the bank and 27% fishing from a boat compared with skeet, trap, or range shooting (12%), hunting deer, elk or bear (11%), hunting upland birds (7%), hunting small animals (6%), hunting water fowl (5%), and other (3%).
- **Would like more information on trail, water, winter, fishing or hunting recreational attractions** - 19% of survey respondents would like more information on trail, water, winter, fishing, or hunting recreational attractions compared with maybe (14%), and not at all (67%).

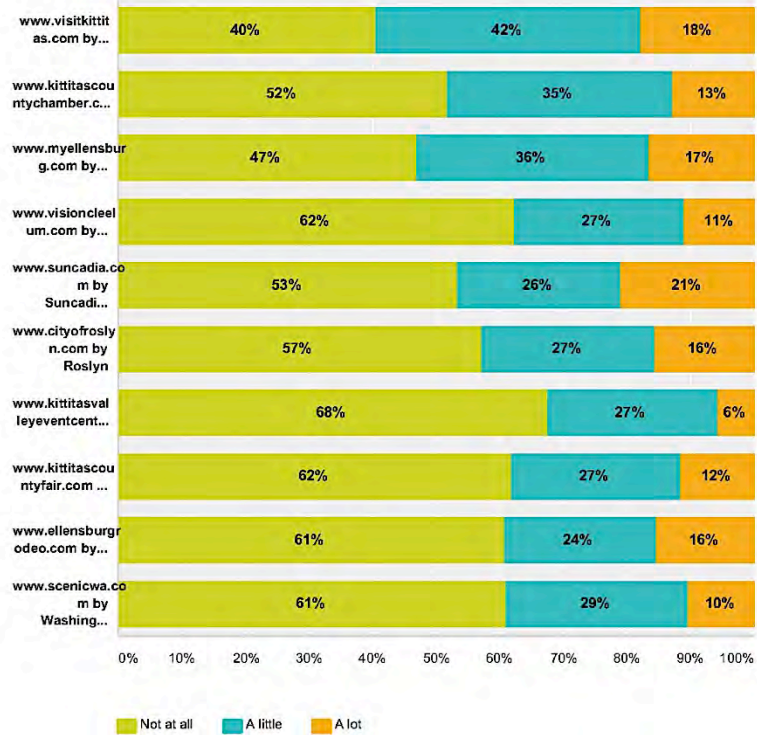
Would like more information on:	No	Maybe	Yes
Special events	46%	21%	33%
Historical and cultural	57%	20%	24%
Wildlife and environmental	51%	21%	28%
Agriculture	62%	19%	20%
Recreation	67%	14%	19%

## Behaviors

- **Source of information** - 66% of survey respondents relied on previous personal knowledge, 62% on family and friends, and 47% on internet websites for information about Kittitas County's attractions, services, and other particulars compared with the Upper Kittitas County Visitors Guide (21%), Central Washington Visitors Guide (16%), visitor or welcome centers (16%), private guidebooks and travel guides (14%), newspapers (14%), promotional

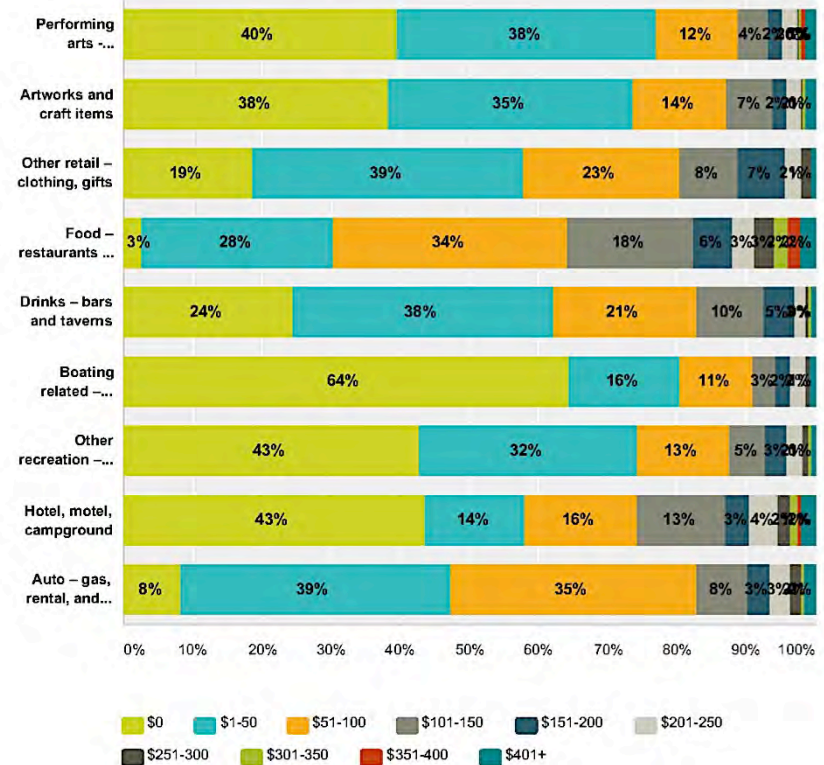
**Q25 If you did/will use internet websites, how much did/will you use the following sites?**

Answered: 314 Skipped: 54



**Q27 How much did/will you and your party expect to spend on the following items in Kittitas County today (an average day)?**

Answered: 326 Skipped: 42





- materials like brochures and flyers (13%), Washington State tourist information (10%), or commercial advertisements (5%).
- **Websites** - 21% of survey respondents utilized the website hosted by Suncadia Resort and 18% on the Kittitas County Chamber of Commerce website compared with the Ellensburg Chamber of Commerce (16%), Roslyn (16%), Ellensburg Rodeo Association (15%), Kittitas County Fair (12%), Vision Cle Elum (11%), Washington Scenic Byways (10%), and Kittitas Valley Event Center (6%).

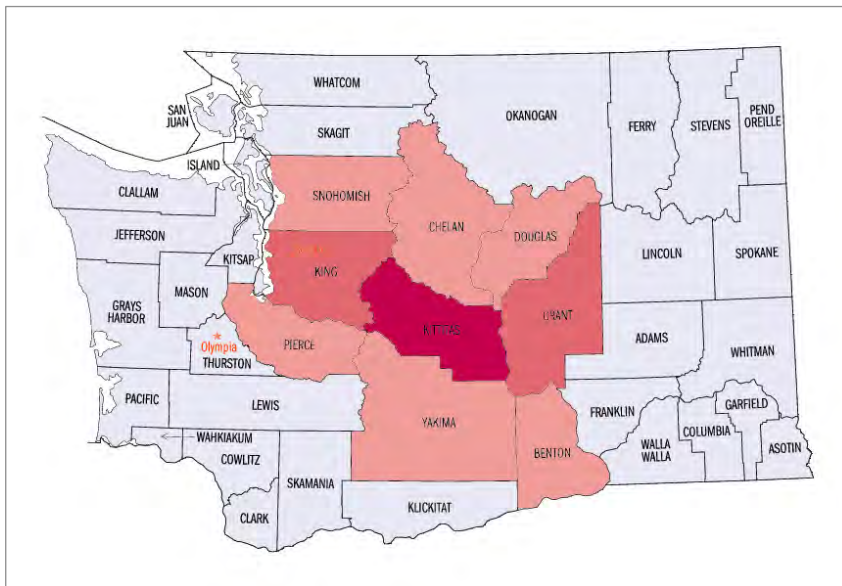
- **Expenditures** - 69% of survey respondents planned to spend more than \$51 per average day on food and restaurants and 53% on transportation and gas compared with hotel, motel, campground (43%), other retail clothing and gifts (42%), bars and taverns (37%), artworks and craft items (27%), other recreation (25%), performing arts (22%), and boating related (19%).

## 4: Projections – of geotourism potentials

### Kittitas County market area population projections

Kittitas County's principal market area is deemed to be counties best served by major roadways including Interstate 90 serving King and Pierce Counties to the west and Grant County to the east, US-2 and US-97 serving Snohomish and Chelan Counties to the northwest and Douglas County to the northeast, and Interstate 82 serving Yakima and Benton Counties to the south.

- **Kittitas County population** - increased from 9,704 persons in 1900 to 42,670 persons by 2015 fluctuating between a high of 10.3% average annual rate of growth between 1900-1910 to a low of 0.9% between 1970-1980. Washington State Office of Financial Management (OFM) estimates Kittitas County will increase to a population of 55,436 persons by the year 2040 averaging 1.2% between 2015-2025 then declining to 0.9% by 2035-2040.



### Population projections 2015-2040

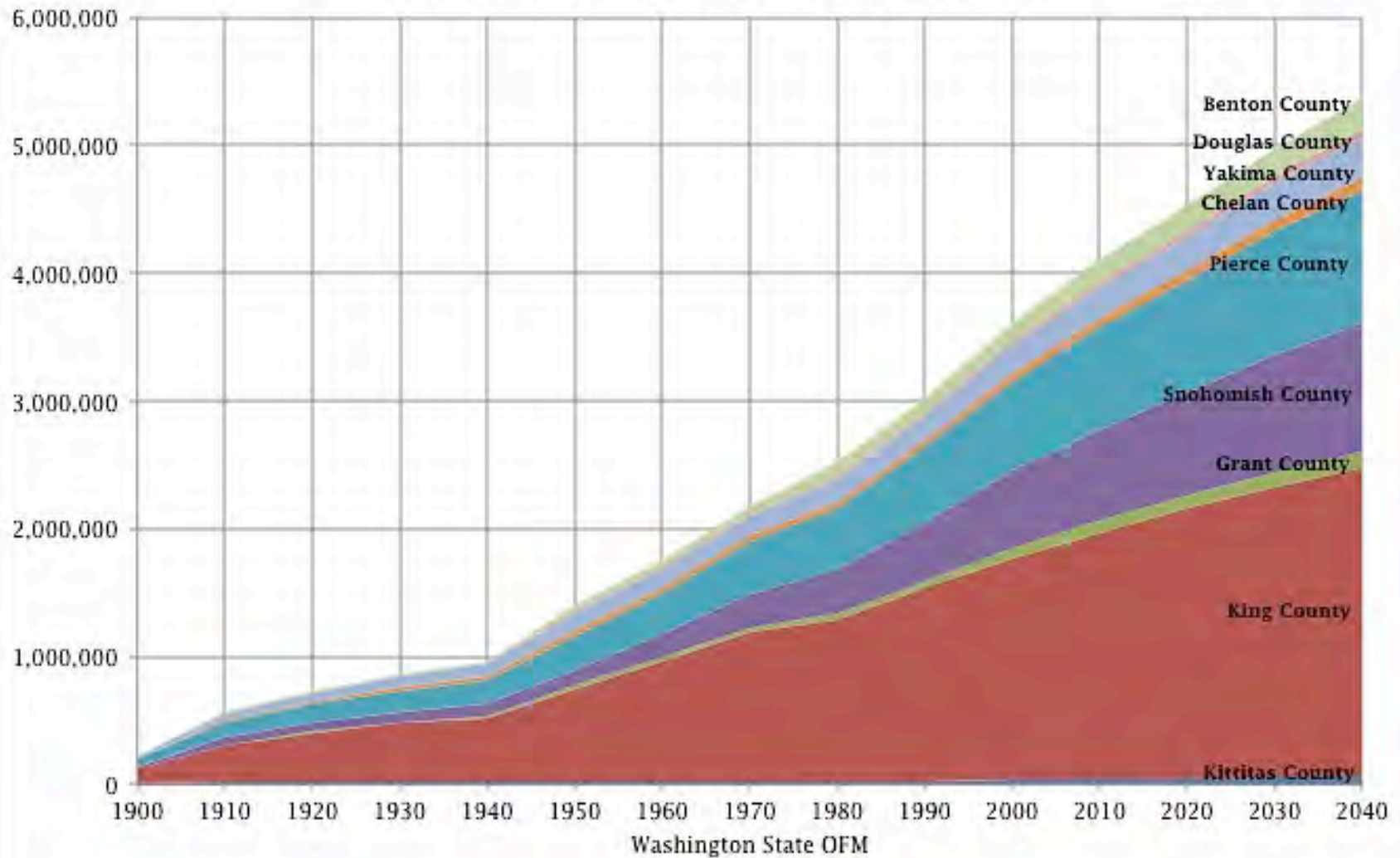
County	2015	2040	2015	2040
Kittitas	42,592	55,436	1%	1%
King	2,052,800	2,418,850	47%	45%
Grant	93,390	138,337	2%	3%
Snohomish	757,600	997,634	17%	19%
Pierce	830,120	1,042,341	19%	19%
Chelan	75,030	89,246	2%	2%
Yakima	249,970	318,494	6%	6%
Douglas	39,990	54,762	1%	1%
Benton	188,590	247,856	4%	5%
<b>Total</b>	<b>4,380,684</b>	<b>5,362,956</b>	<b>100%</b>	<b>100%</b>

Source: Washington State Office of Financial Management (OFM)

- **Market area population** - increased in the combined Kittitas, King, Snohomish, Pierce, Chelan, Yakima, Douglas, and Benton Counties from 221,541 persons in 1900 to 4,380,684 persons by 2015 fluctuating between a high of 9.8% average annual rate of growth between 1900-1910 to a low of 1.2% between 1930-1940. OFM estimates the combine market area will increase to a population of 5,362,956 persons by the year 2040 averaging 0.7% per year from 2015-2020 then declining to 0.7% by 2035-2040.
- **By market area jurisdiction in 2015** - King County has the greatest proportion of market area population at 2,052,800 persons or 47% of the total, then Pierce County at 830,120 or 19%, Snohomish County at 757,600 or 17%, Yakima County at 249,970 or 6%, Benton County at 188,590 or 4%, Grant County at 93,390 or 2%, Chelan County at 75,030 or 2%, Kittitas County at 42,592 or 1%, and Douglas County at 39,990 or 1%.



## Market influence area population



- **By market area jurisdiction in 2040** - King County will have the greatest proportion of market area population at 2,418,850 persons or 45% of the total, then Pierce County at 1,042,341 or 19%, Snohomish County at 997,634 or 19%, Yakima County at 318,494 or 6%, Benton County at 247,856 or 5%, Grant County at 138,337 or 3%, Chelan County at 89,246 or 2%, Kittitas County at 55,436 or 1%, and Douglas County at 54,762 or 1%.
- **Website tourist survey residence** - indicated 33% of survey respondents primarily live in Puget Sound (Tacoma, Seattle, Everett) and other Western Washington State (18%) for 51% total from the west side of the state, Central Washington State (29%), Eastern Washington State (12%), Oregon (3%), California (1%), other states in the US (4%), and Canada (0.1%).

#### **Implications:**

The results of the website tourist survey generally reflect population distributions within Washington State and possibly the impact of major travel corridors on I-90 and US-2 to major metropolitan areas in western Washington. Given the significantly larger populations residing in western Washington, even minor increases in tourist attraction from western Washington could easily generate greater tourist visitation volumes than major increases from the smaller populations in central and eastern Washington.

#### **Washington State RCO SCORP surveys**

Washington State's Recreation & Conservation Office (RCO) develops a Statewide Comprehensive Outdoor Recreation Plan (SCORP) every 6 years to help decision-makers better understand recreation issues statewide and to maintain Washington's eligibility for federal Land and Water Conservation Fund (LWCF) funds.

RCO conducted a series of 12-month diary surveys of a random sample of Washington State residents in 2000, 2006, and 2012 to determine the type of indoor and outdoor recreation activities residents engaged in over the year including the resident's age, gender, ethnicity, income, and regional place of residence.

The RCO SCORP surveys recorded what residents participated in of

140 different indoor and outdoor activities and special spectator events including the participation rate and number of occasions per year by season, month, week, and type of environment (urban, rural, mountain). The surveys did not record the location of the activity.

In 2014, RCO commissioned a study to determine what participants typically spend on an average day outing to support their activity not including equipment purchases that could occur anytime or anywhere other than the activity location during the year. The study's projected day outing expenses were based on metadata from industry expenditure surveys for like categories of activities.

#### **Washington State tourist oriented recreation activities in 2012**

Activity	Partic	Freq	\$/day
Picnicking, barbequing, or cooking out	80.9%	20.5	\$54.62
Walking without a pet	71.3%	97.8	\$5.00
Wildlife viewing, photographing	59.0%	45.4	\$44.87
Sightseeing	56.8%	15.2	\$44.87
Hiking	53.9%	17.1	\$44.87
Attending outdoor spectator events	53.7%	na	na
Walking with a pet	51.6%	97.8	\$5.00
Driving for pleasure	51.2%	na	na
Camping	42.4%	10.6	\$56.94
Attending outdoor concerts, plays	37.5%	na	na
Bicycle riding	36.9%	35.5	\$44.87
Swimming in natural waters	35.7%	14.5	\$19.80
Fishing or shellfishing	34.1%	15.0	\$41.31
Boating - general, except whitewater	32.8%	15.1	\$83.25
Beachcombing	32.6%	17.8	\$44.87
Visiting nature interpretive center	29.2%	7.3	\$44.87
Gathering/collecting things in nature	27.2%	13.5	\$44.87
Shooting	17.4%	14.4	\$58.42
Inner tubing or floating	17.1%	8.0	\$43.93
Sledding, inner tubing, snow play	15.5%	5.5	\$44.87
Off-roading for recreation	15.3%	25.7	\$43.34
Walking with a pet - off leash dog park	11.5%	23.6	\$5.00
Skiing downhill	10.4%	7.6	\$151.26
Climbing or mountaineering	10.0%	9.2	\$44.87

Hunting	9.4%	15.9	\$58.42
Horseback riding	7.7%	31.9	\$60.00
Water skiing	7.4%	8.7	\$29.78
Snowboarding	7.1%	8.5	\$151.26
Snowshoeing	6.7%	4.4	\$44.87
Skiing cross country	4.5%	8.6	\$51.51
Snorkeling	3.7%	9.4	\$29.78
Ice skating	3.3%	2.7	na
Boating - whitewater rafting	2.8%	6.1	\$126.60
Snowmobiling	2.7%	11.3	\$43.34
ATV riding on snow or ice	2.4%	11.3	\$43.34
Surfboarding	2.1%	6.1	\$92.91
Scuba or skin diving	1.6%	13.3	\$150.09
Flying gliders, ultralights, aircraft	1.5%	16.7	na
Wind surfing	1.0%	0.1	\$92.91
Sky diving, parachuting from plane	0.8%	3.0	na
Bungee jumping	0.6%	2.3	na
Paragliding or hang gliding	0.2%	1.5	na
Hot air ballooning	0.2%	1.1	na
Taking chartered sightseeing flight	0.2%	6.8	na

Participation rate = percent of the population that participates in the activity

Frequency = the number of times per year a participant engages in the activity

Source: Outdoor Recreation Trends and Futures, RCO SCORP 2012 Survey

Source: Washington State RCO - Economic Analysis of Outdoor Recreation in Washington State

- **Participation rates** - were highest for picnicking, barbecuing, or cooking out (80.9% of the survey respondents) and walking without a pet (71.3%) compared with taking a chartered sightseeing flight (0.2%) or hot air ballooning (0.2%), or paragliding or hang gliding (0.2%).
- **Frequencies** - were highest for walking without and with a pet (97.8 times per year) compared with hot air ballooning (1.1 times per year).
- **Day outing expenditures** - were highest for skiing downhill and snowboarding (\$151.26 per day outing), scuba or skin diving

(\$150.09), and boating whitewater rafting (\$126.60) compared with walking with or without a pet (\$5.00).

- **Composite impacts** - were highest for wildlife viewing or photographing (59.0% participation x 45.4 times per year x \$44.87 per day outing = \$120,188), picnicking, barbecuing or cooking out (80.9%x20.5x\$54.62=\$90,584), and lowest for windsurfing (1.0%x0.1x\$92.91=\$9.29) for a population of 100 people.

Kittitas County is located straddling 4 of the SCORP regions for which the diary surveys were collated including the:

- **North Cascades** - extending north through Chelan and Okanogan and west through Snohomish, Skagit, and Whatcom Counties
- **Seattle-King** - including all of King County
- **South Central** - including Yakima, Benton, Franklin, and Walla Walla Counties
- **Columbia Plateau** - including Douglas, Grant, Adams, and Lincoln Counties

#### **Participation rates for top 5 tourist oriented activities**

Activity	SeaKng	NoCas	SoCntl	ColPlt
Picnicking, bbqing, cooking	78.3%	83.3%	84.2%	85.1%
Walking w/o pet	78.1%	67.6%	71.9%	65.3%
Wildlife viewing	58.1%	61.6%	49.9%	55.3%
Sightseeing	58.4%	61.8%	51.3%	54.7%
Hiking	57.8%	59.1%	43.8%	36.5%

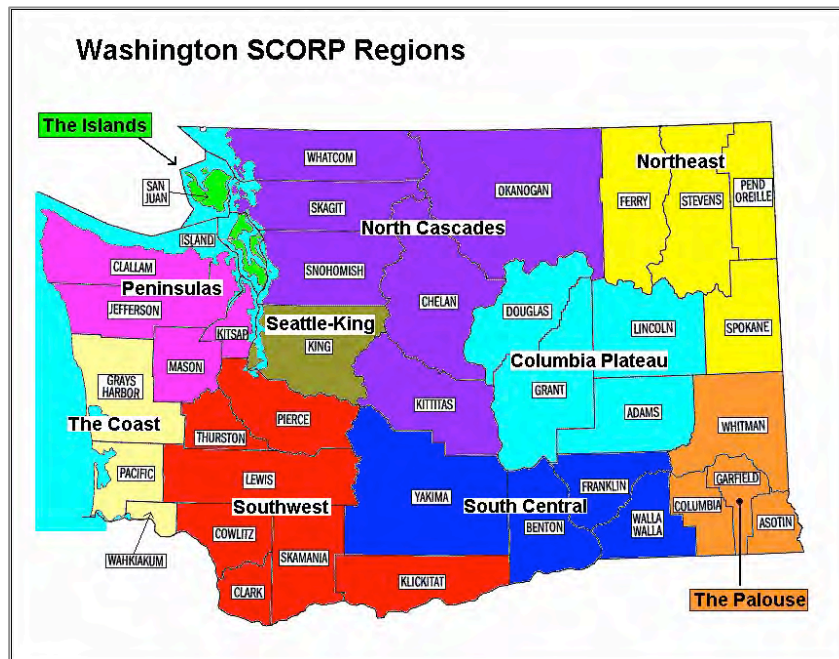
#### **Frequencies for top 5 tourist oriented activities**

Activity	SeaKng	NoCas	SoCntl	ColPlt
Picnicking, bbqing, cooking	20.8	21.7	17.0	18.9
Walking w/o pet	97.9	102.3	95.5	71.9
Wildlife viewing	31.9	55.1	37.7	31.1
Sightseeing	14.3	15.4	17.1	12.1
Hiking	13.2	15.7	15.6	17.3

Source: Outdoor Recreation Trends and Futures, RCO SCORP 2012 Survey

Participation rates and frequencies vary significantly by region depending on whether the region is located next to Puget Sound, in

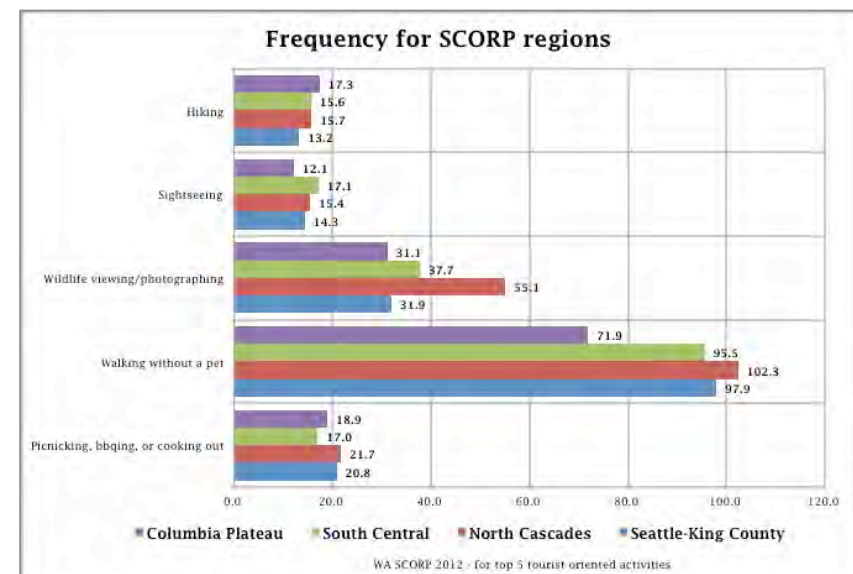
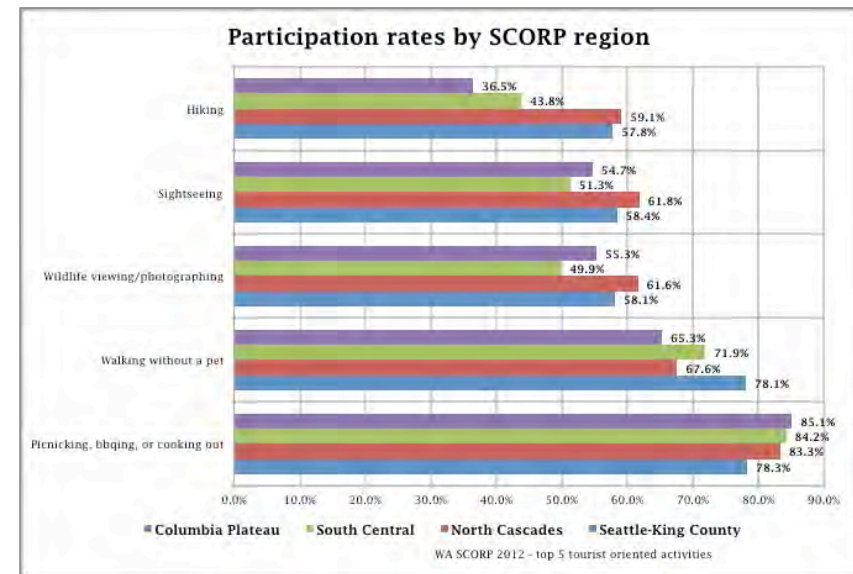
western Washington, in or adjacent the Cascade Mountains, in urban versus rural populations, with different age group concentrations.



### Estimated Kittitas County expenditures 2014-2040

Kittitas County's tourist related recreation activity expenditures were estimated from 2014 to 2020 and 2040 by comparing Kittitas County's composite (Seattle-King County, North Cascades, South Central, and Columbia Plateau) market area population, participation rates, and frequencies with that for Washington State to determine Kittitas County's draw or capture rate.

Kittitas County's composite weighted average draw or capture rate was determined by comparing the composite with the projections for Washington State's tourist related recreation activity potential estimated in Washington State Recreation & Conservation Office



(RCO)'s 2012 Economic Analysis of Outdoor Recreation in Washington State. An index or ratio of 100% or higher indicates

Kittitas County is receiving a higher level of participation and frequency use per person than is typical for the entire state while less than 100% is below the Washington State average.

The projections exclude activity double count, where a respondent may participate in two or more activities, and equipment expenditures that occur anywhere inside or outside the reporting region.

The projections do not assume geotourism recreation expenditure ratios will change appreciably from 2014-2020 but will change between 2014-2040 as populations increase in each of the four regions contributing to Kittitas County's weighted draw.

#### **Geotourism expenditures 2040**

<b>Activity</b>	<b>Draw</b>	<b>Volume</b>	<b>% total</b>
Sightseeing	102.5%	\$8,167,000	6.1%
Visiting nature centers	94.6%	\$2,217,000	1.7%
Wildlife viewing/photo	94.6%	\$27,837,000	20.8%
Collecting in nature	108.3%	\$4,371,000	3.3%
Fishing/shellfishing	146.5%	\$7,583,000	5.7%
Swim natural waters	107.8%	\$2,707,000	2.0%
Windsurfing (incl behind boat)	155.7%	\$510,000	0.4%
Inner tubing/floating	81.4%	\$2,172,000	1.6%
Motorized boating	97.4%	\$7,646,000	5.7%
Non-motorized boating	87.6%	\$2,414,000	1.8%
Rafting including whitewater	89.0%	\$179,000	0.1%
Snowshoeing	118.9%	\$350,000	0.3%
Snowboarding	105.1%	\$3,187,000	2.4%
Skiing downhill	129.4%	\$5,136,000	3.8%
Cross-country skiing	158.6%	\$765,000	0.6%
ATV snow and ice	108.7%	\$313,000	0.2%
Hiking	89.3%	\$9,043,000	6.7%
Climbing/mountaineer	94.1%	\$951,000	0.7%
Camping	99.2%	\$7,392,000	5.5%
Bicycle riding total	118.0%	\$16,989,000	12.7%
Horseback riding total	89.2%	\$3,218,000	2.4%
Off-roading for recreation total	75.0%	\$3,130,000	2.3%

Hunting/shooting total	80.6%	\$3,926,000	2.9%
Picnic/BBQ/cooking outdoors	101.7%	\$12,966,000	9.7%

Note - includes activities comparable to RCO's 2012 Economic Analysis of Outdoor Recreation in Washington State

Source: ED Hovee & Company

- **Kittitas County's highest 2040 weighted average draws or captures** - include cross-country skiing (158.6% of Washington State's average per person participation), then windsurfing (155.7%), fishing (146.5%), skiing downhill (129.4%), snowshoeing (118.9%), and bicycle riding of all kinds (118.0%) compared with the lowest captures for surfboarding (57.8%).

- **Kittitas County's greatest 2040 day-trip expenditure volumes** - consist of wildlife viewing and photographing (\$27,837,000), bicycle riding of all kinds (\$16,989,000), and picnicking, barbecuing, and cooking outdoors (\$12,966,000) compared with the lowest expenditures for surfboarding (\$169,000) and rafting (\$179,000).

- **Kittitas County's greatest percent of all 2040 expenditures** - includes wildlife viewing and photographing (20.8%), bicycle riding of all kinds (12.7%), and picnicking, barbecuing, and cooking outdoors (9.7%) compared with the lowest percentages for surfboarding (0.1%) and rafting (0.1%).

#### **Implications**

Expenditure projections partly reflect the different participation rates between activities, with niche activities with low participation rates like surfboarding and rafting generating low expenditure volumes, and partly the geographic location of sites with characteristics supportive of the activity, like skiing and fishing.

The projections do not distinguish between geotourism activities that are already attracting a high percentage of the participants of the activity, like skiing or fishing, however, from geotourism activities with high potential participation and expenditure volumes which Kittitas County has not established a strong market draw of capture.



## Kittitas County geotourism expenditures 2014-2040





## Web-based visitor survey follow-ups

The web-based survey collected of visitors to the Cle Elum, Ellensburg, and Kittitas County Chambers of Commerce as well as through postcard handouts and other printed materials at various locations throughout the county generated 359 responses (see Chapter 3 and Appendix A). Survey respondents indicated their areas of geotourism interest (historical, cultural, environmental, agriculture, and recreation) and their interest in receiving more detailed information on each interest area.

Would like more information on:	Yes	Return	Percent
Historical	93	20	22%
Cultural	109	32	29%
Environmental	48	11	23%
Agriculture	53	16	30%
Recreation	75	19	25%
<b>Total</b>	<b>378</b>	<b>98</b>	<b>26%</b>

Note: most respondents had more than one interest area.

Follow-up surveys were conducted for each geotourism interest that included the mapped destinations and attractions shown in Chapter 6 following along with specific questions whether the additional information would generate an increased interest in visiting Kittitas County.

**Will you visit Kittitas County more now that you are aware of the extent of destinations and attractions in your geotourism area of interest?**

	No	Maybe	Yes
<b>Historical tourists</b>			
Historical districts and landmarks	0%	40%	60%
Barns and farmsteads	15%	65%	20%
Historic railroads and roads	16%	32%	53%
Mining sites	15%	40%	45%
Logging areas and sites	26%	47%	26%
Museums and Native American sites	0%	65%	35%
Interpretive centers, kiosks, trails	10%	60%	30%
<b>Cultural tourists</b>	<b>No</b>	<b>Maybe</b>	<b>Yes</b>

Barn quilts	25%	44%	31%
Art galleries, studios, performances	6%	44%	50%
Museums and Native American sites	16%	31%	53%
Interpretive centers, kiosks, trails	6%	52%	42%
<b>Environmental tourists</b>	<b>No</b>	<b>Maybe</b>	<b>Yes</b>
Public lands	0%	45%	55%
Unique wildlife habitat areas	0%	45%	55%
Extent of wildlife species	0%	45%	55%
Interpretive centers, kiosks, trails	9%	45%	45%
<b>Agricultural tourists</b>	<b>No</b>	<b>Maybe</b>	<b>Yes</b>
Farms, markets, and produce stands	7%	33%	60%
Wineries and breweries	13%	44%	44%
Barn quilts	13%	63%	25%
<b>Recreational tourists</b>	<b>No</b>	<b>Maybe</b>	<b>Yes</b>
Winter trails	32%	32%	37%
Water trails/boating access	11%	42%	47%
Horse trails	63%	26%	11%
Hiking trails	16%	32%	53%
Mountain bike trails	47%	26%	26%
Off-road vehicle (ORV) trails	63%	21%	16%
All-terrain vehicle (ATV) trails	63%	21%	16%
Dog trails and hotels that allow dogs	16%	42%	42%
Picnic facilities - groups	11%	44%	44%
Tent and RV campgrounds	26%	26%	47%
Fishing access sites	16%	32%	53%
Hunting and shooting sites	63%	21%	16%

Note: some attractions, like museums, and interpretive centers were applicable to more than one geotourism interest.

▪ **Geotourism activities generating MOST likely visitation after being provided information on Kittitas County attractions** - include historical districts and landmarks (60% of the follow-up respondents will visit more now that aware of attractions), farms, famers' markets, and produce stands (60%), public lands (55%), wildlife habitat areas (55%), extent of wildlife species (55%), fishing access sites (53%), museums and Native American sites (53%), historical railroads and roads (53%), hiking trails (53%), art galleries, studios, and performances (50%) **suggesting that outreach will be most effective for these attractions since they do not know or**

have not visited these destinations. The expenditure projections indicate these activities also generate the largest potential expenditure volumes in Kittitas County through 2040.

- **Geotourism activities generating LEAST likely visitation after being provided information on Kittitas County attractions** - include horse trails (11%), off-road vehicle (ORV) trails (16%), all-terrain vehicles (ATV) trails (16%), hunting and shooting sites (16%), barns and farmsteads (20%), and barn quilts (25%) suggesting that participants of these activities currently know of Kittitas County attractions **suggesting that outreach will be least effective for these attractions since they know or have already frequented these destinations.** The expenditure projections indicate these activities also generate the least potential expenditure volumes

in Kittitas County through 2040.

## 5: Assets – geotourism destinations and attractions

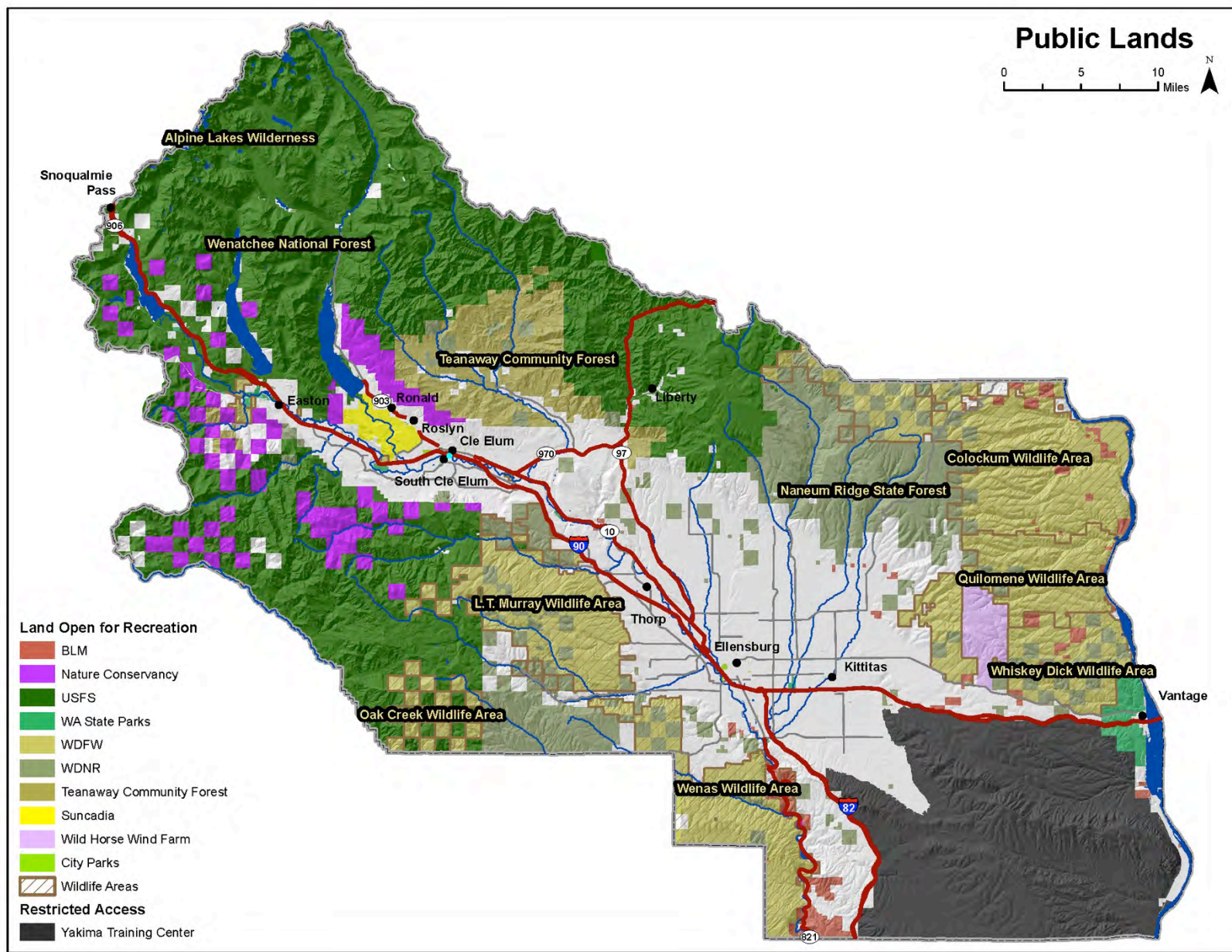
Geotourism maps were developed from a database of recreation and culture created by Manastash Mapping for Washington Hometown Project. The detailed inventory in Appendix H is indexed to the following map graphics.

The data was drawn from numerous public sources and from interviews with recreation managers and user groups including Kittitas County, Roslyn, Cle Elum, Ellensburg, Washington State Parks & Recreation Commission (P&RC - State Parks), Departments of Fish & Wildlife (DFW), Natural Resources (DNR), Transportation (WSDOT), and History & Archaeology (DHAP), US Forest Service

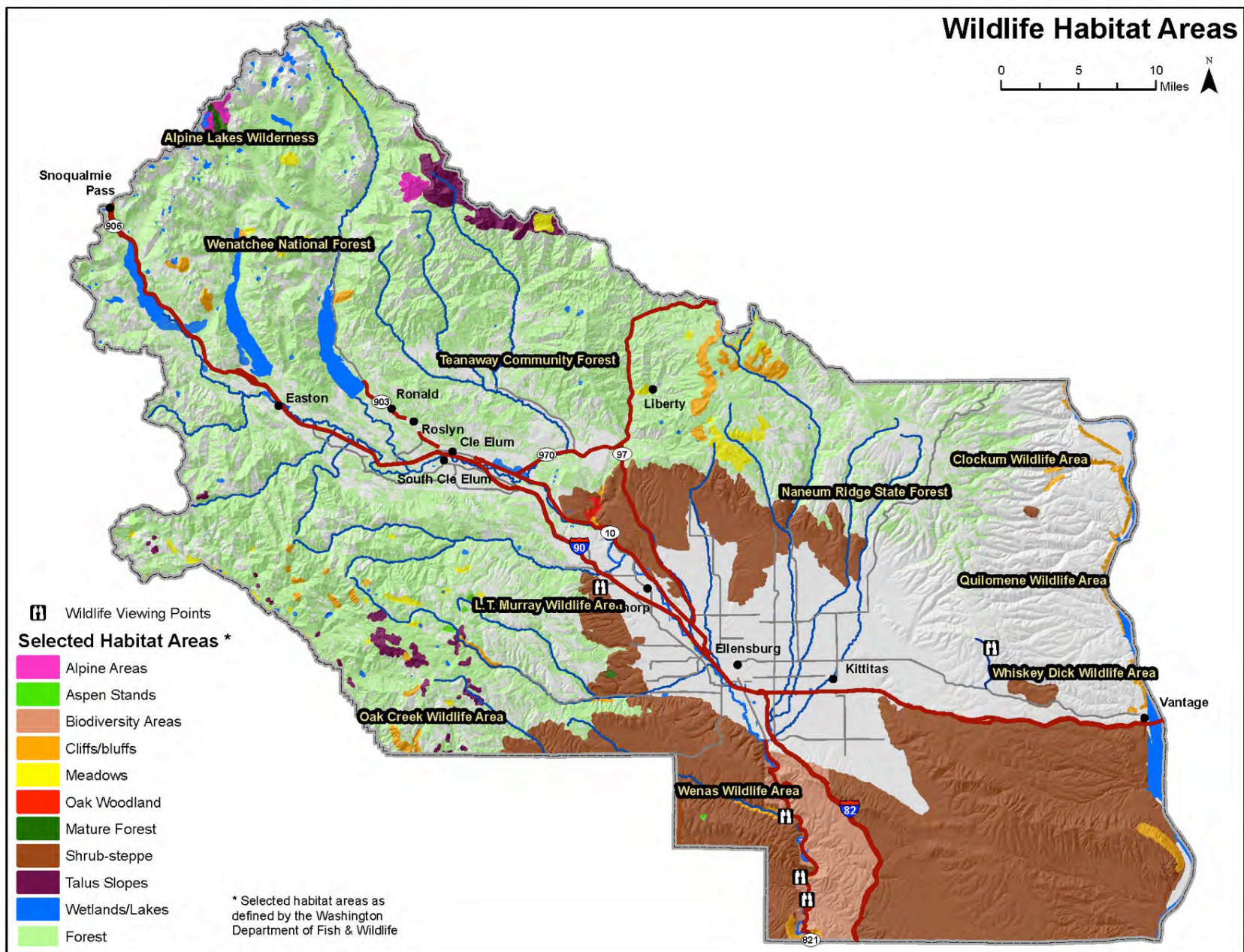
(USFS), and various private and nonprofit agencies including Suncadia, Forterra, Mountain to Sound Greenway, among others (see Appendix H).

Two classes of data were integrated to create the maps – spatial data, which is the actual geometry of the recreation points, lines and areas; and attribute data, which is the information about each place.

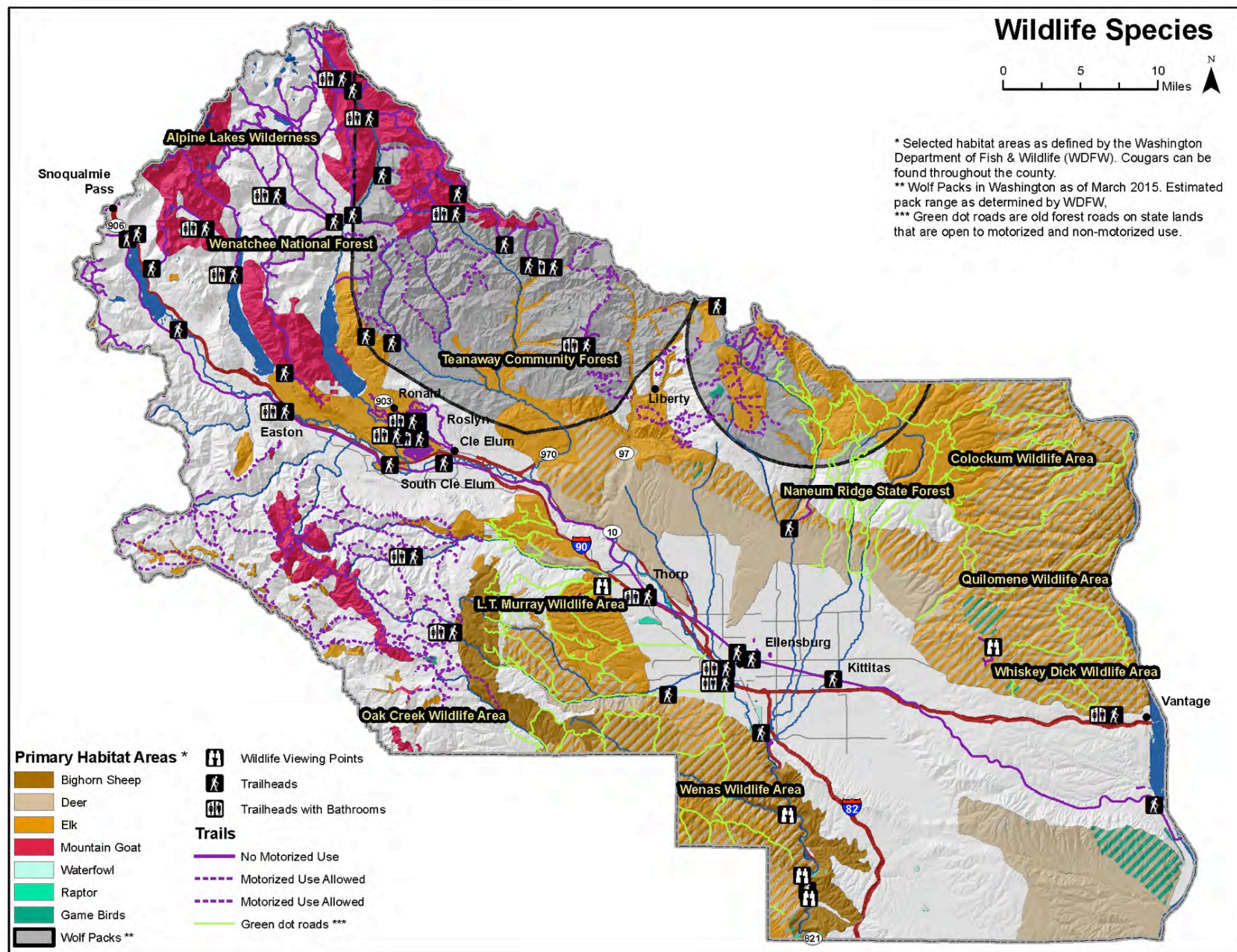
# Environmental assets



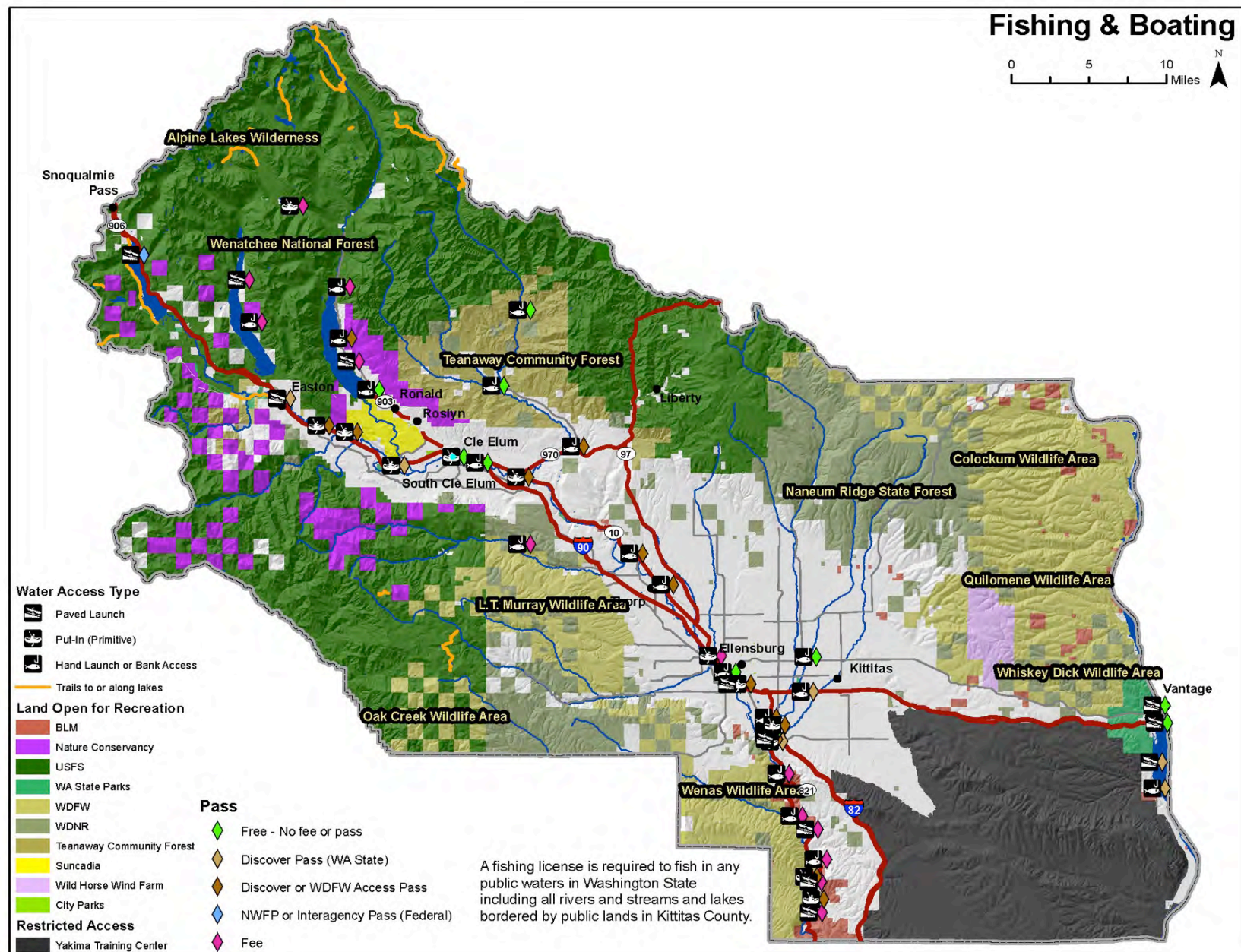




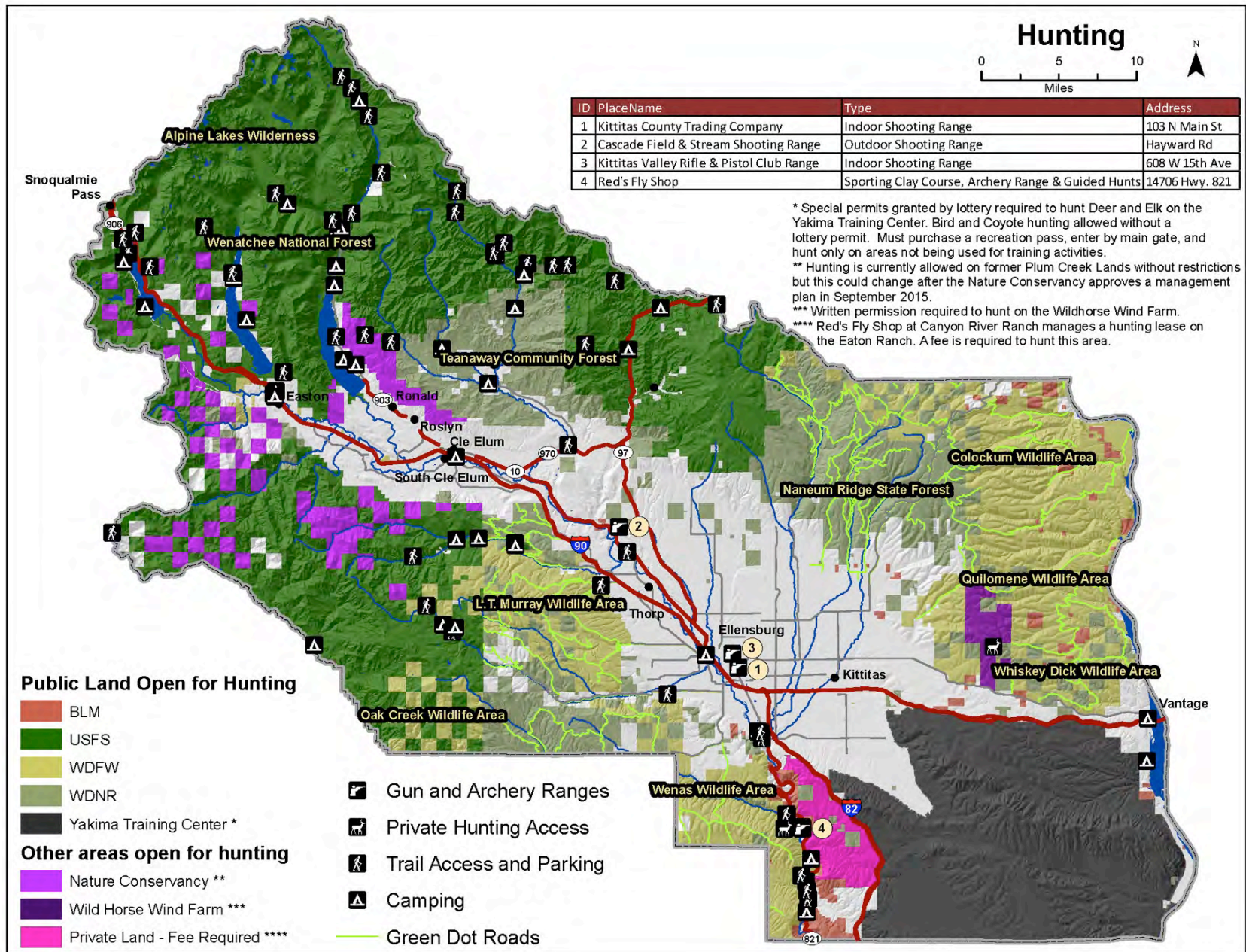






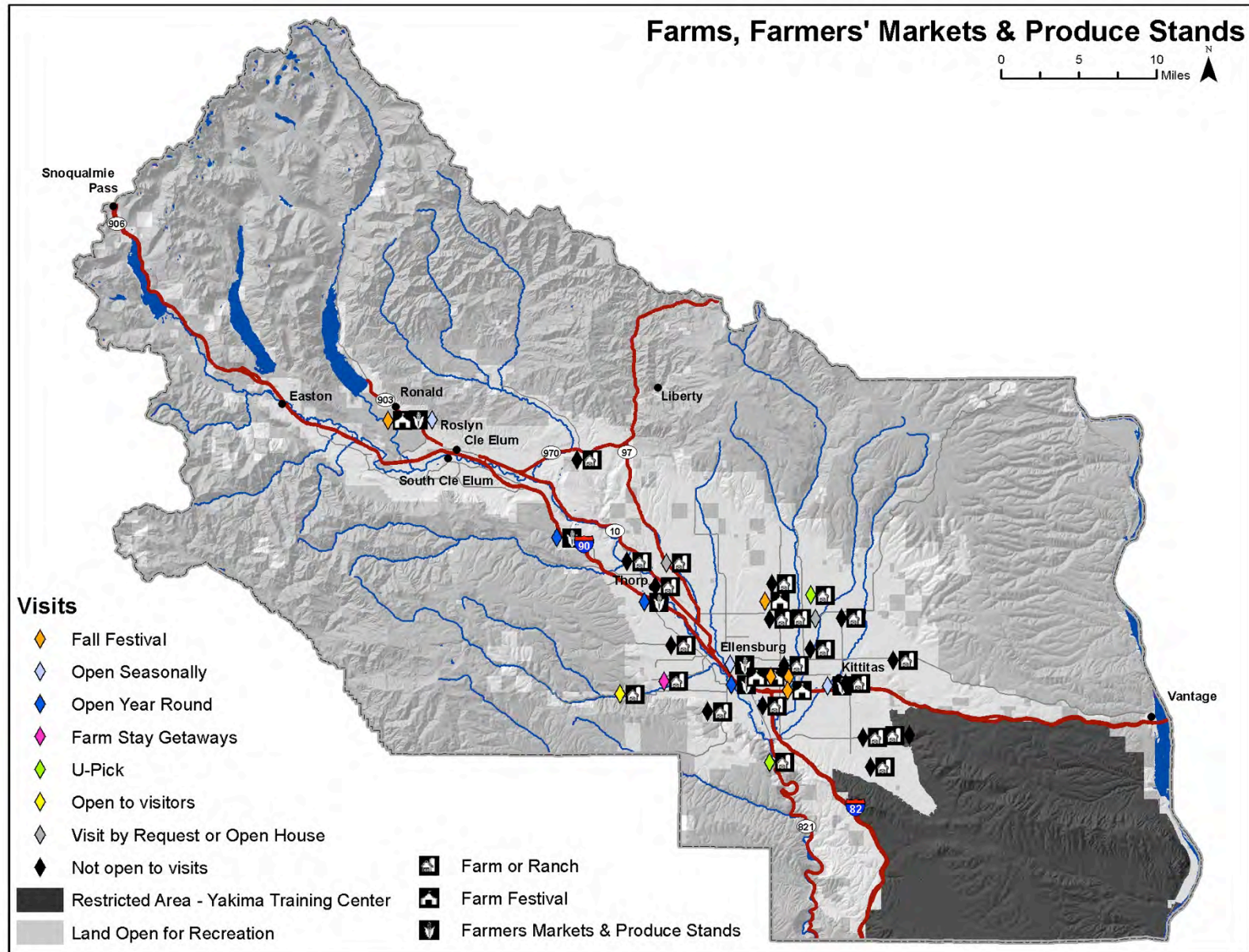




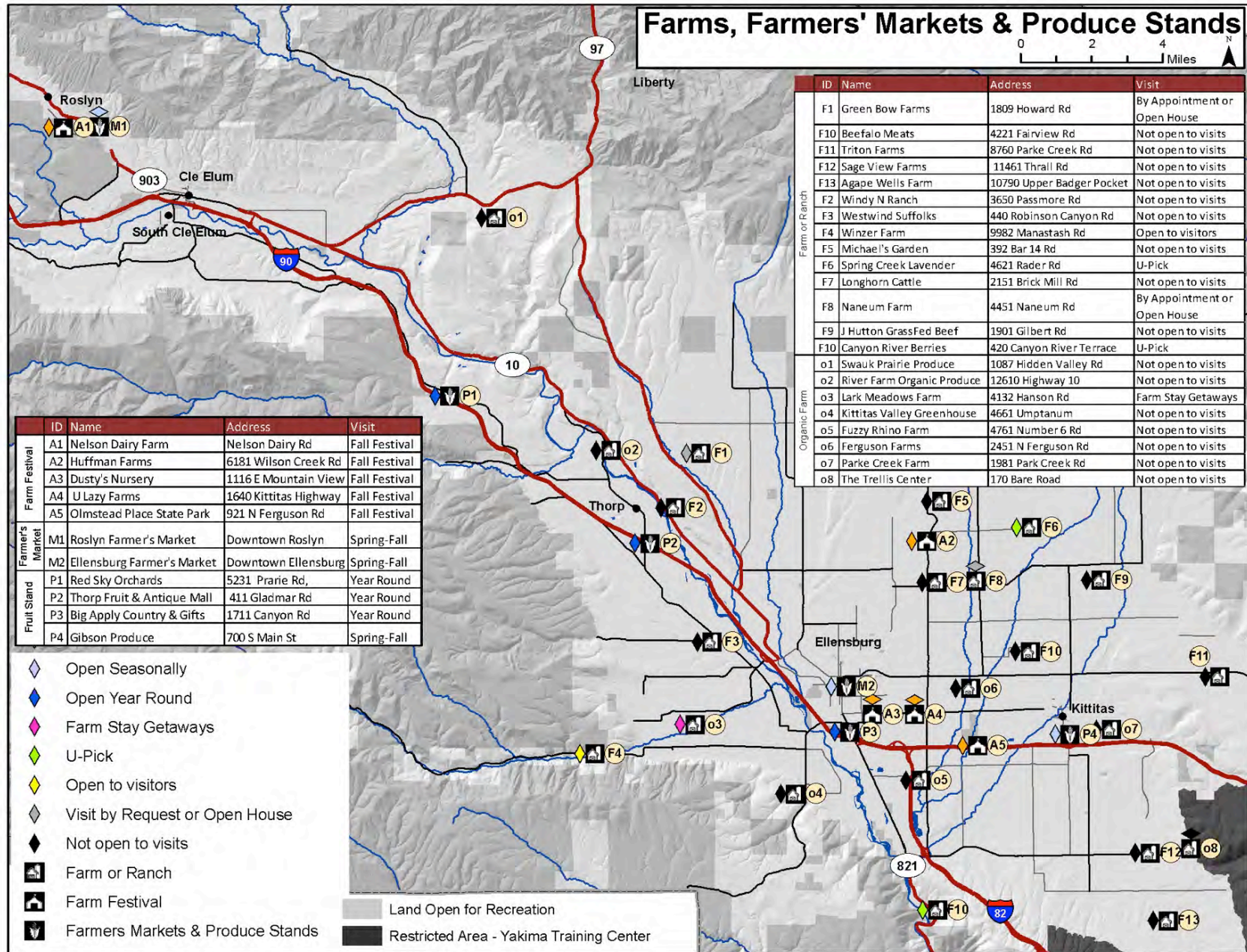




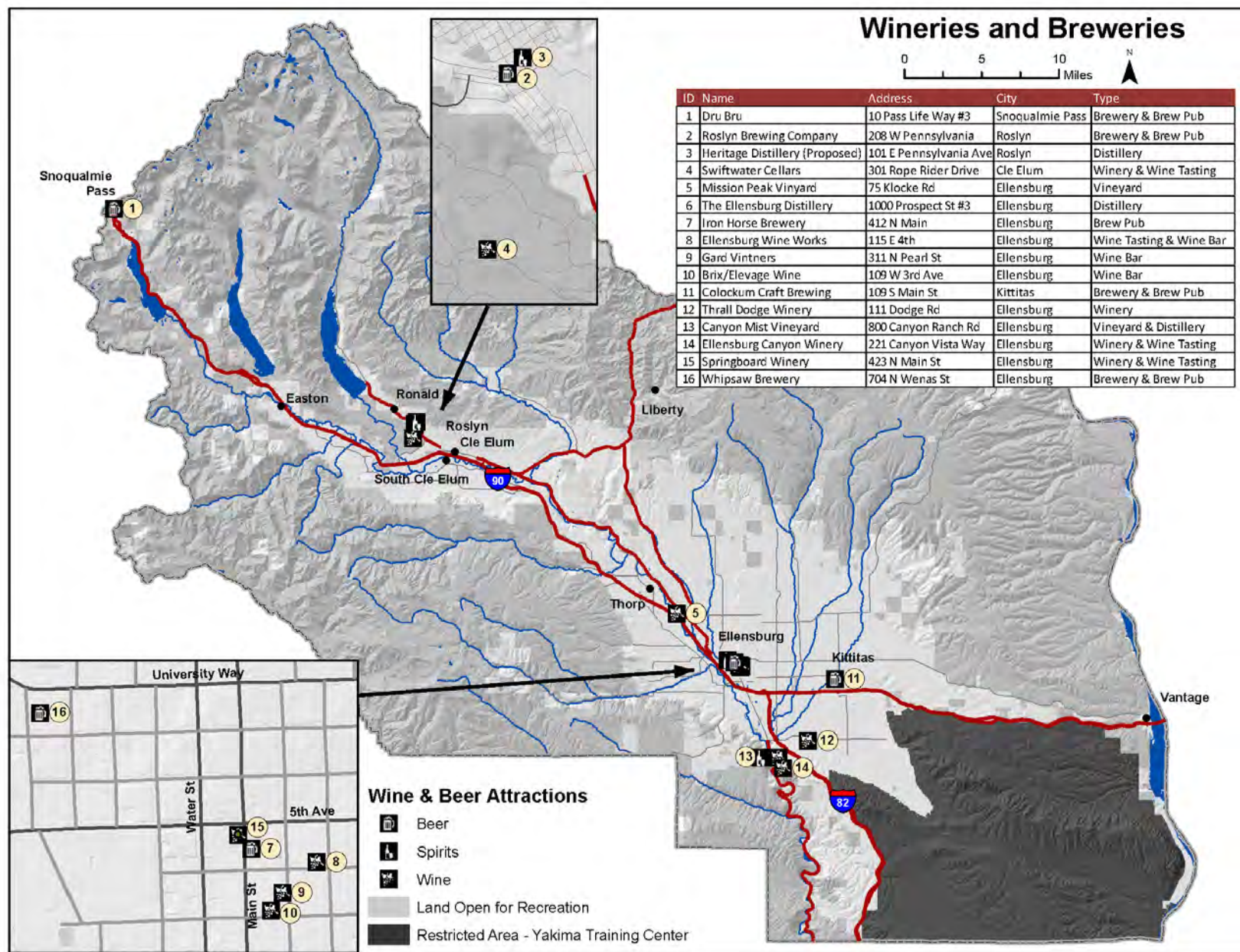
## Agriculture assets



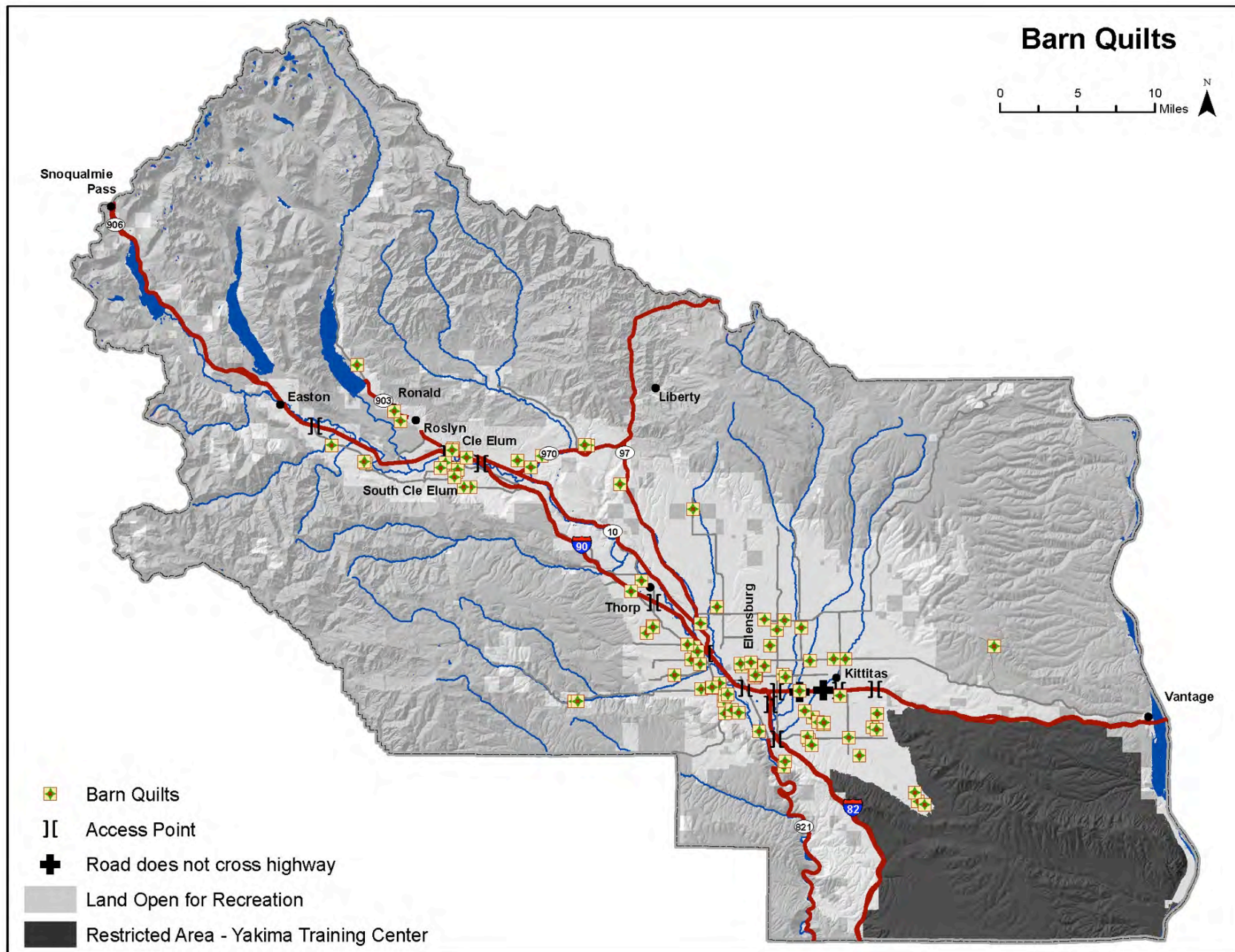




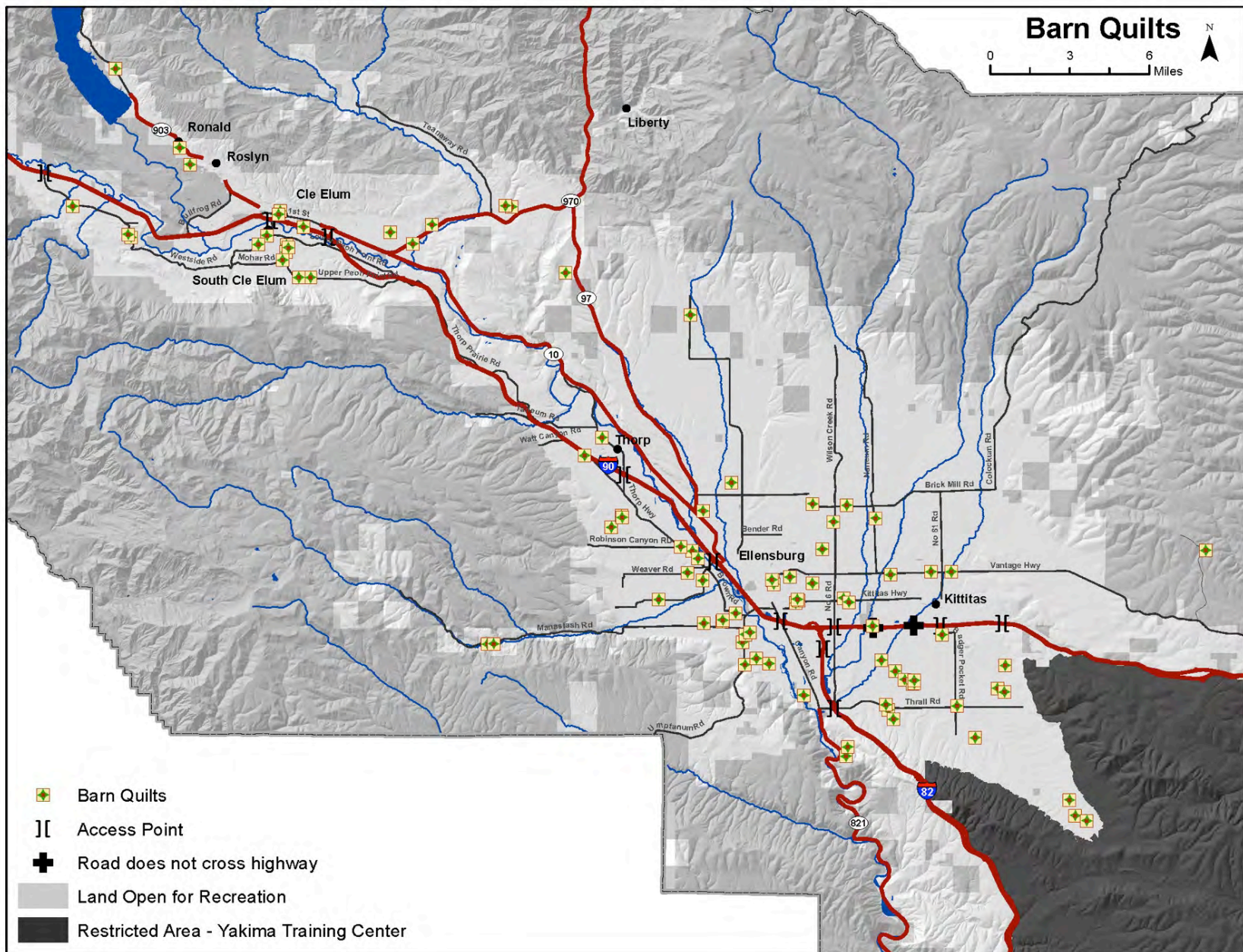






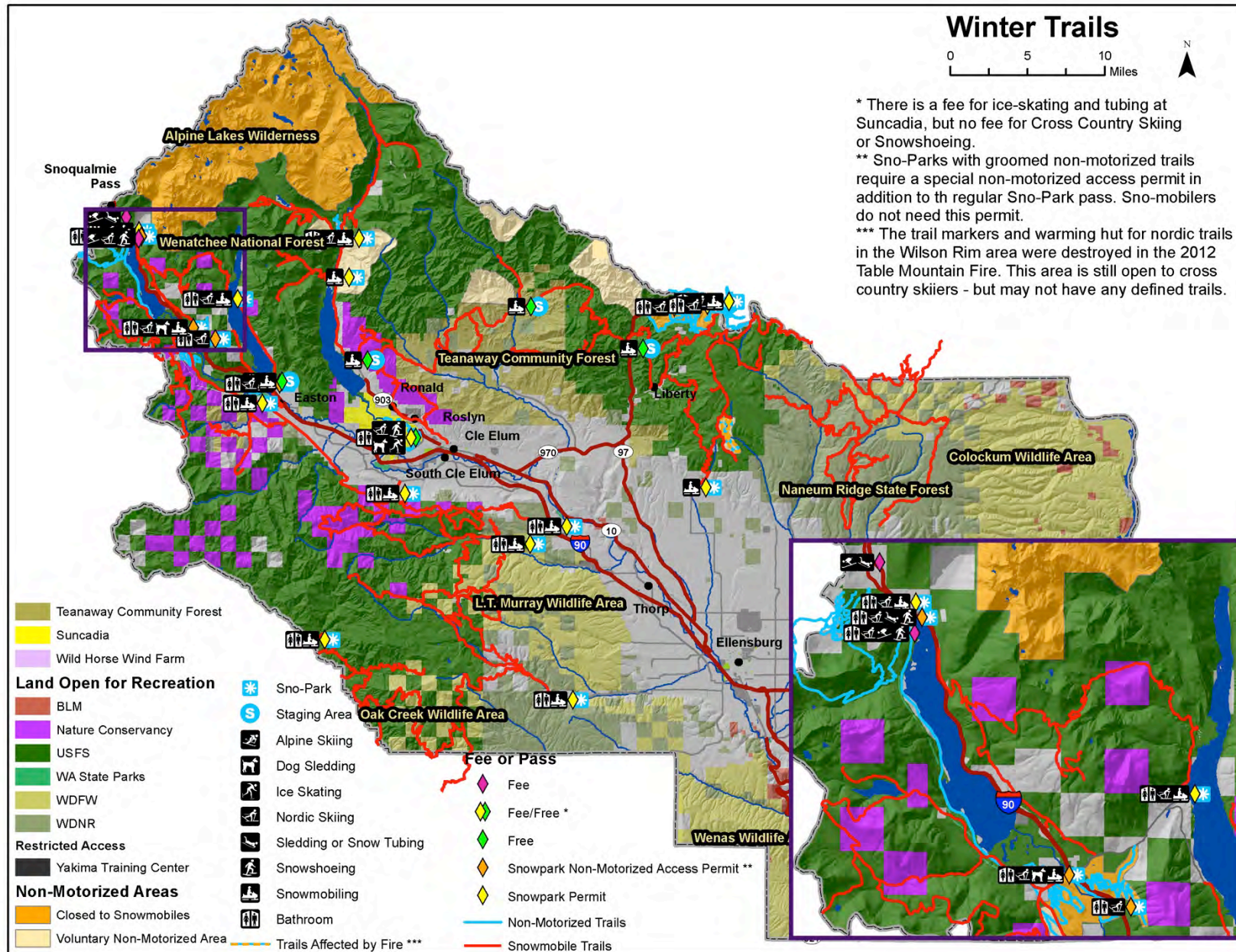




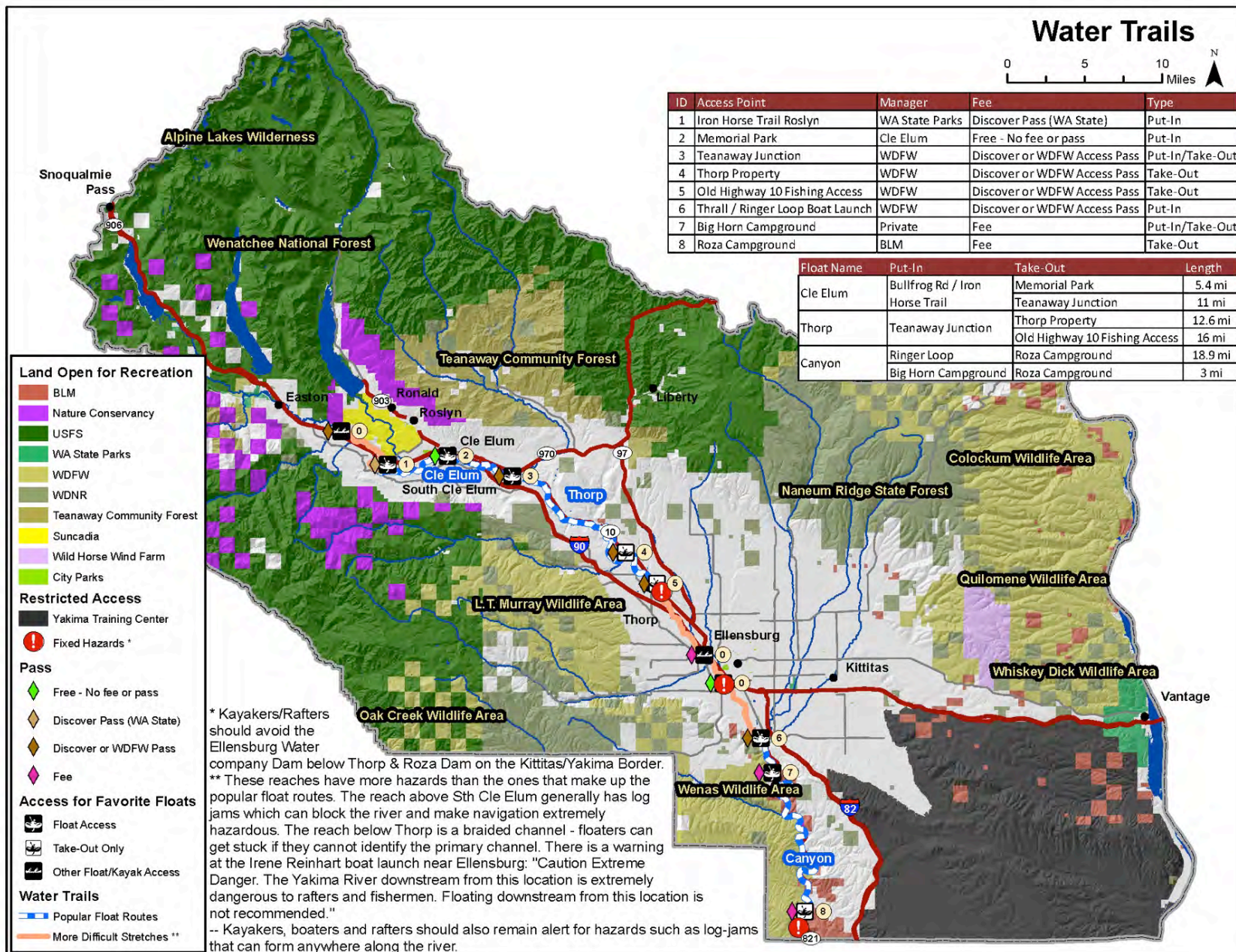




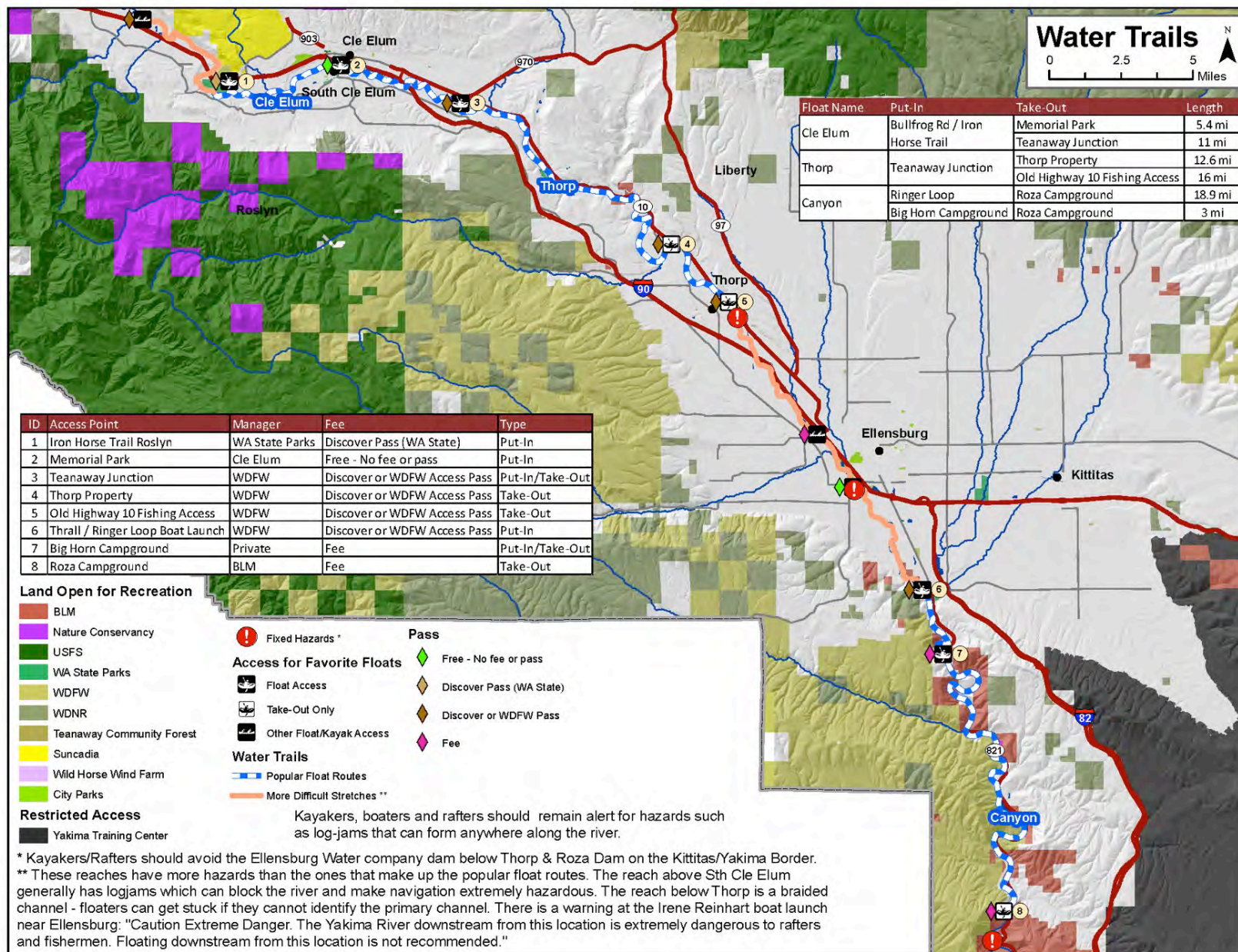
# Recreational assets



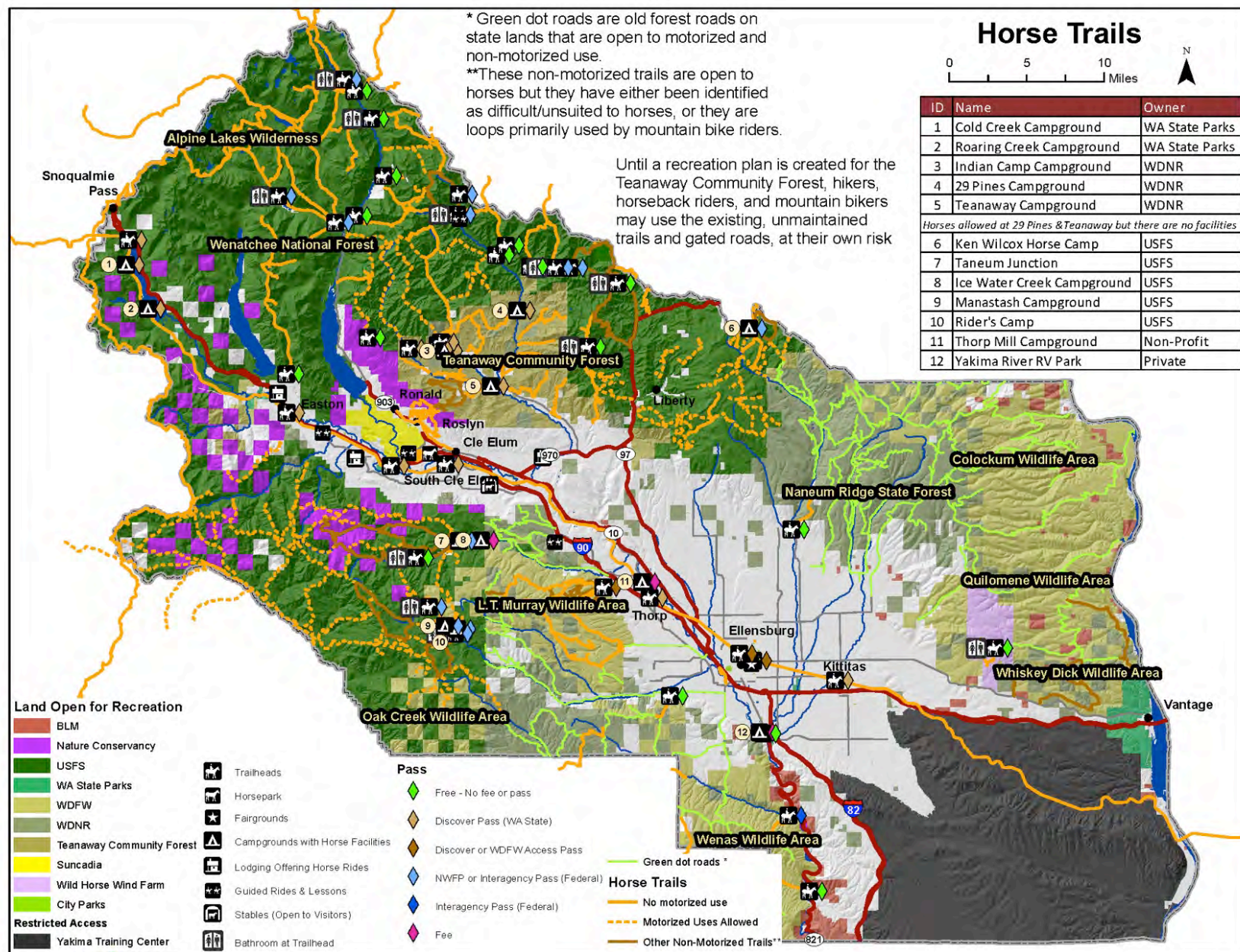




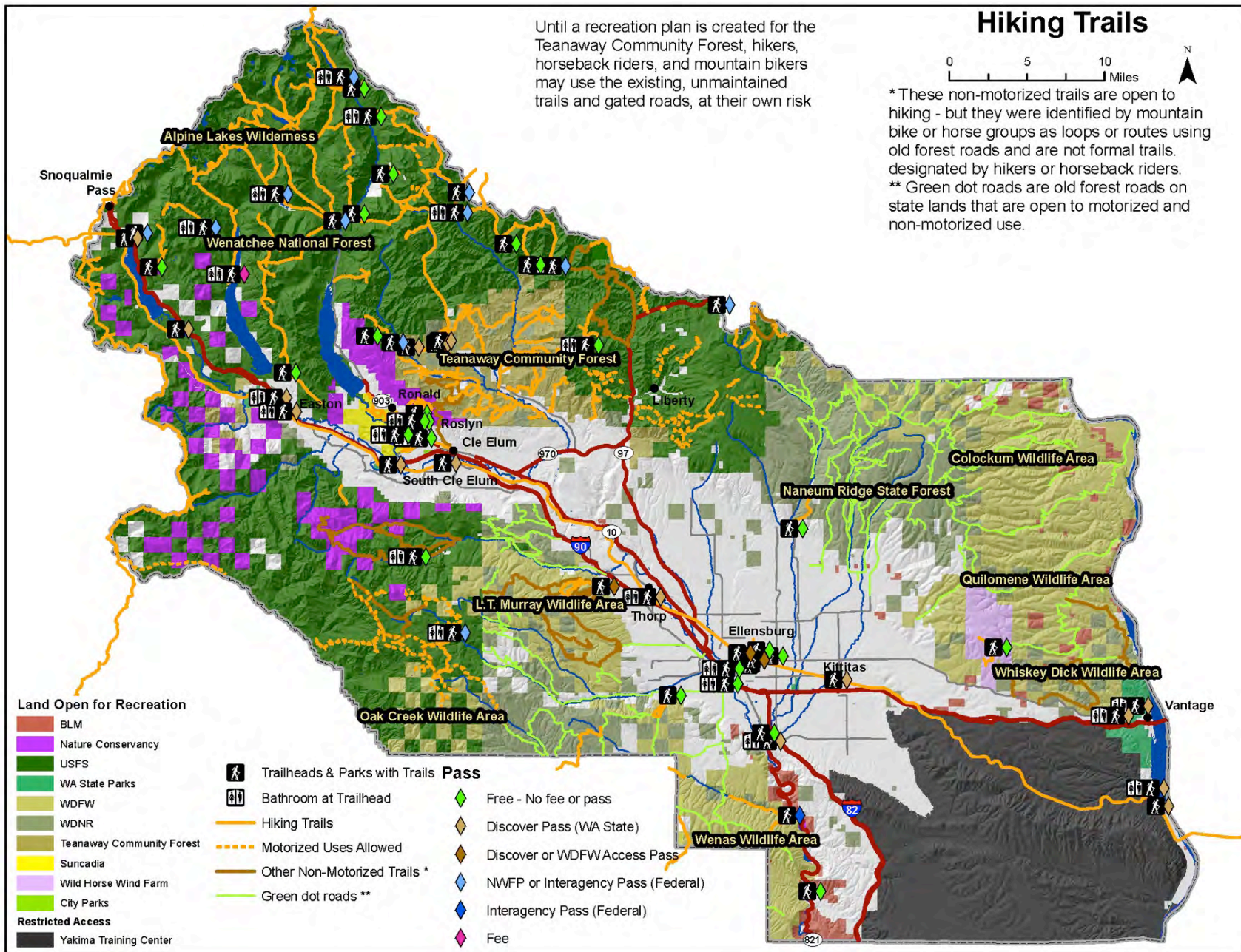




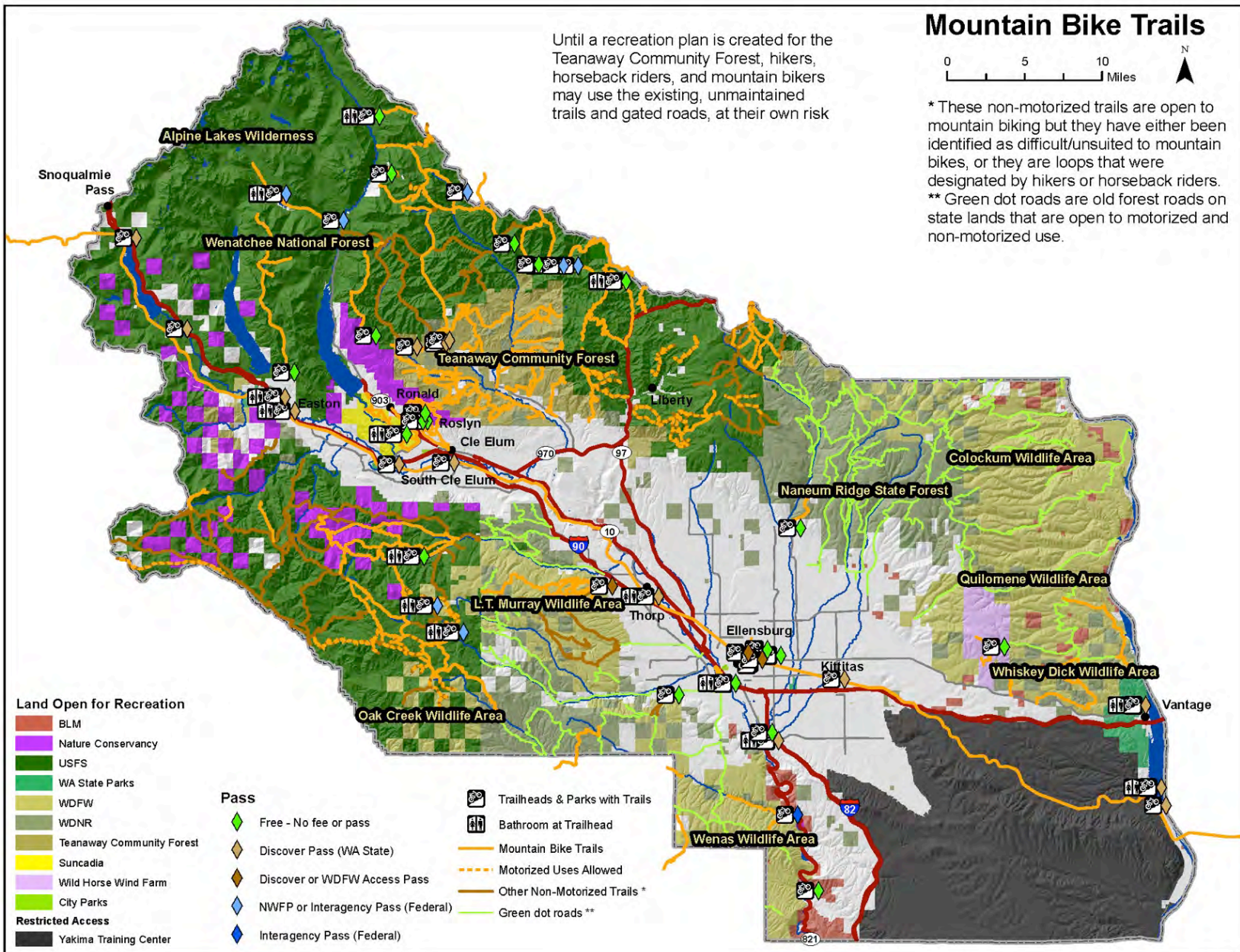




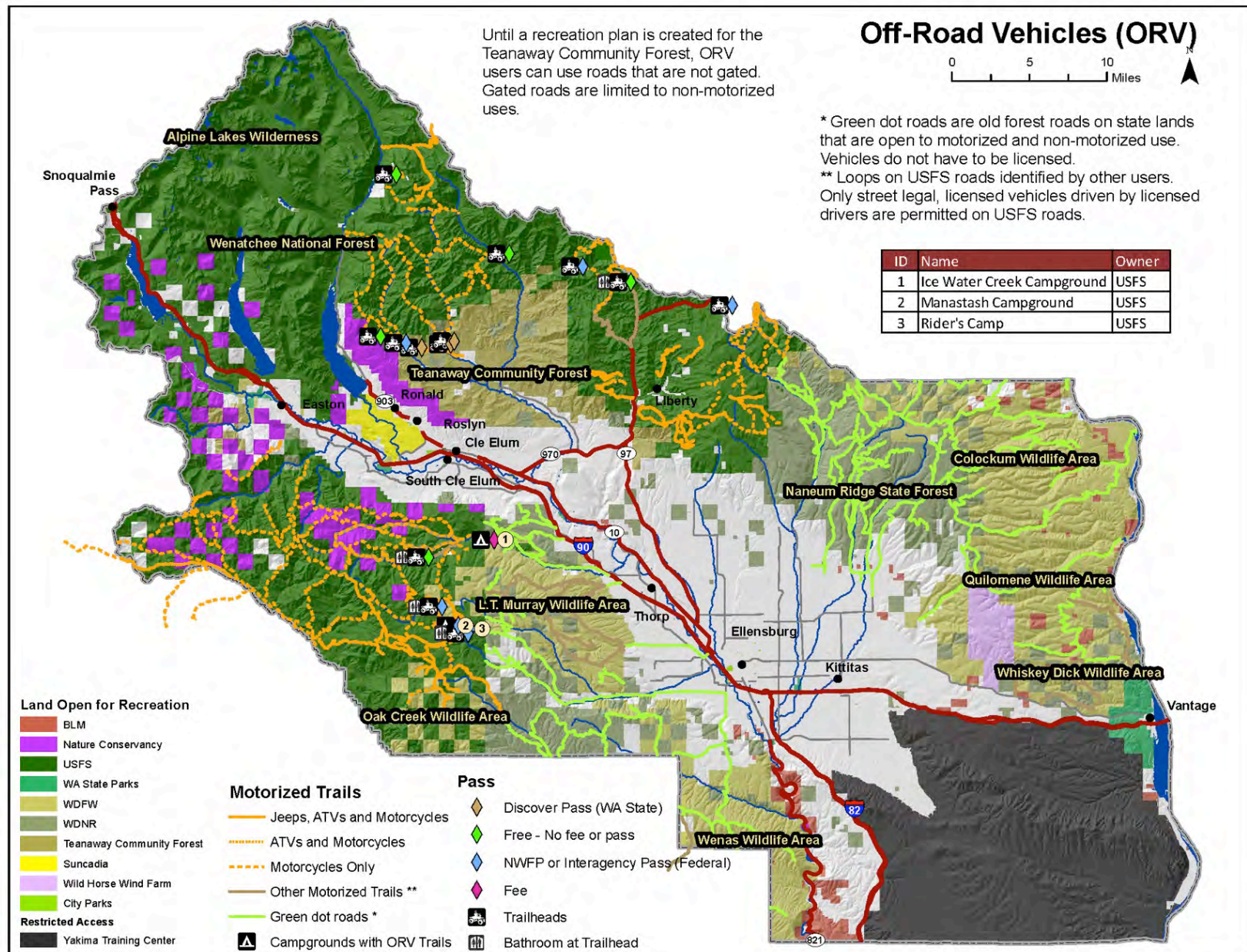




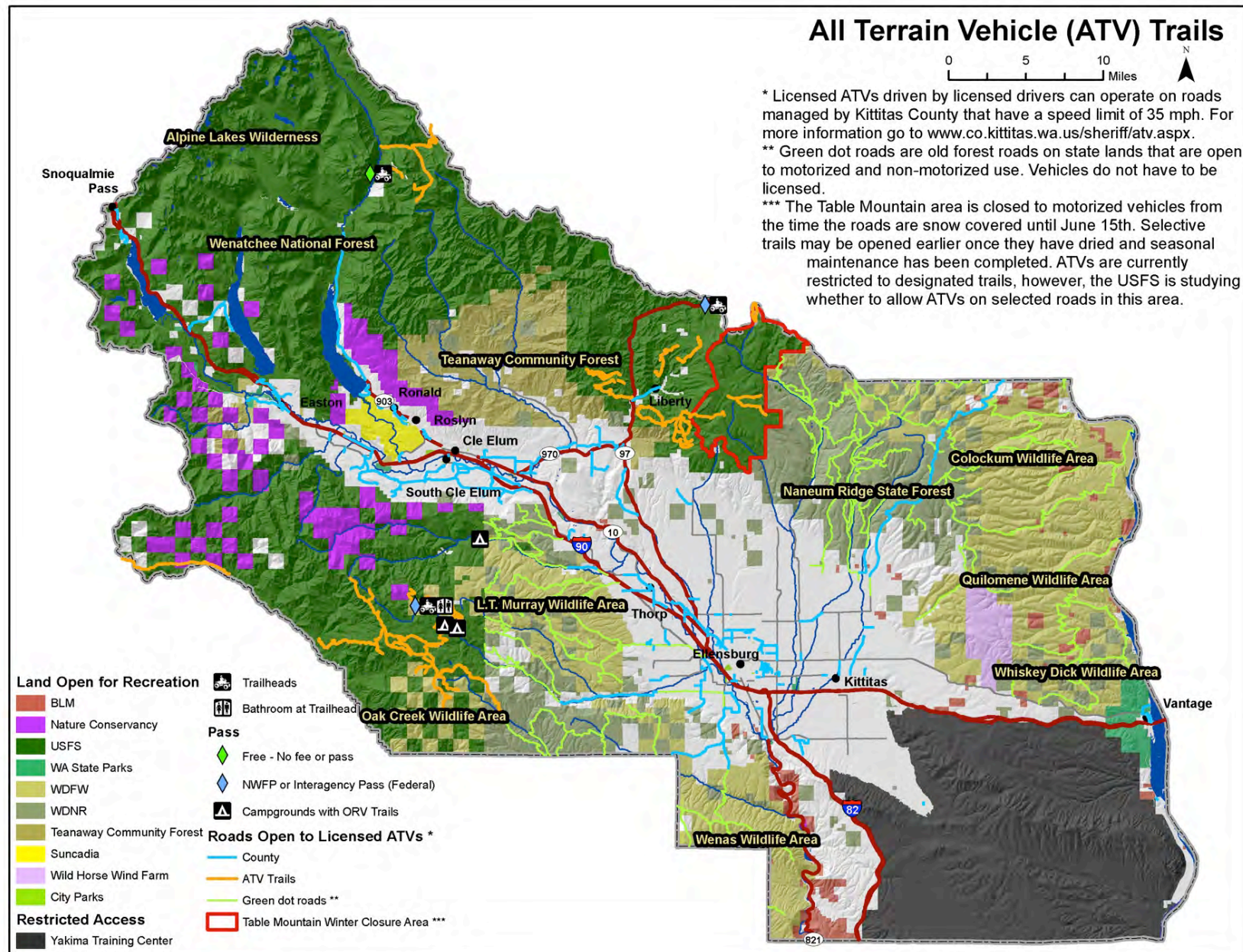




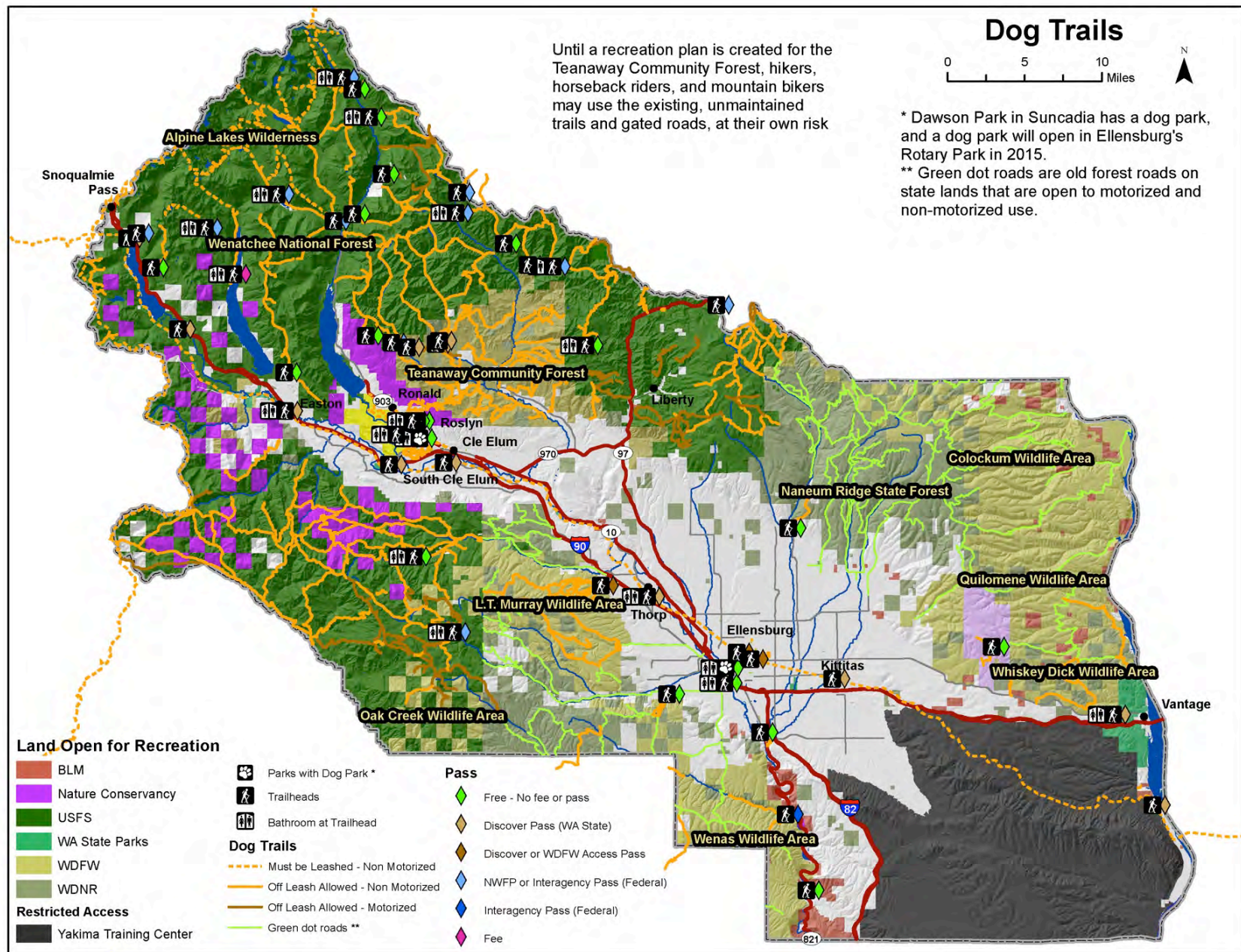






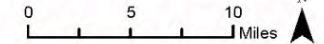




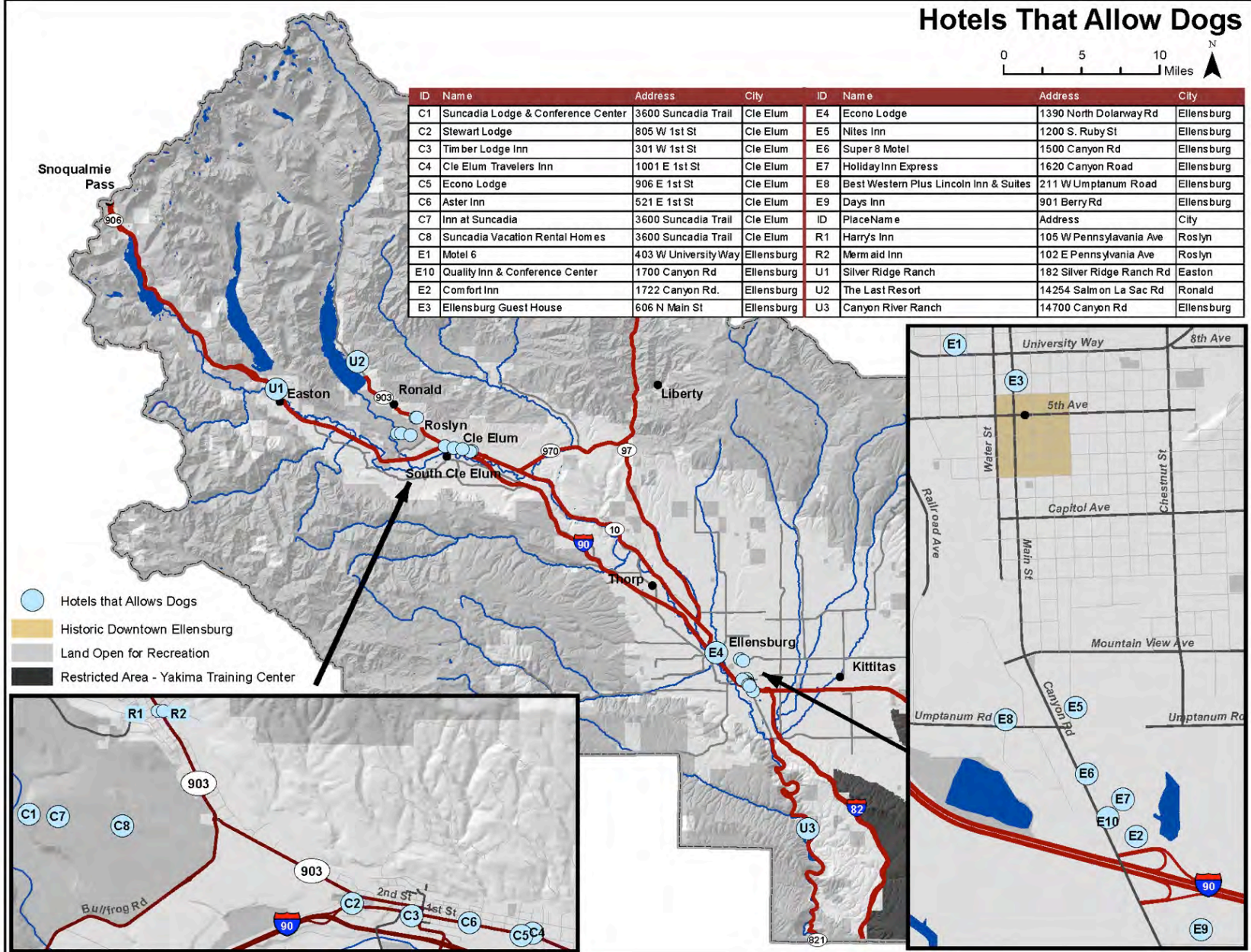




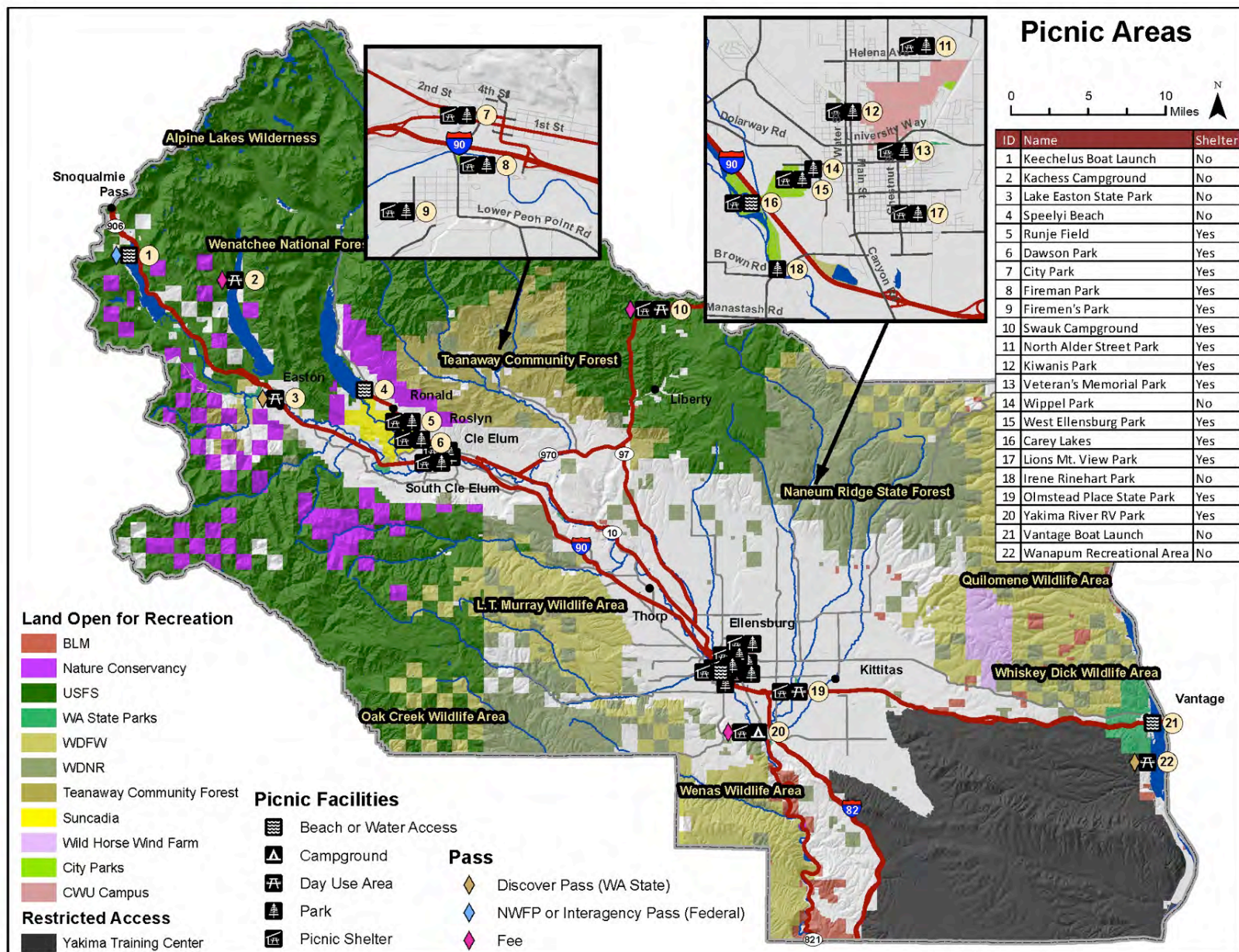
# Hotels That Allow Dogs



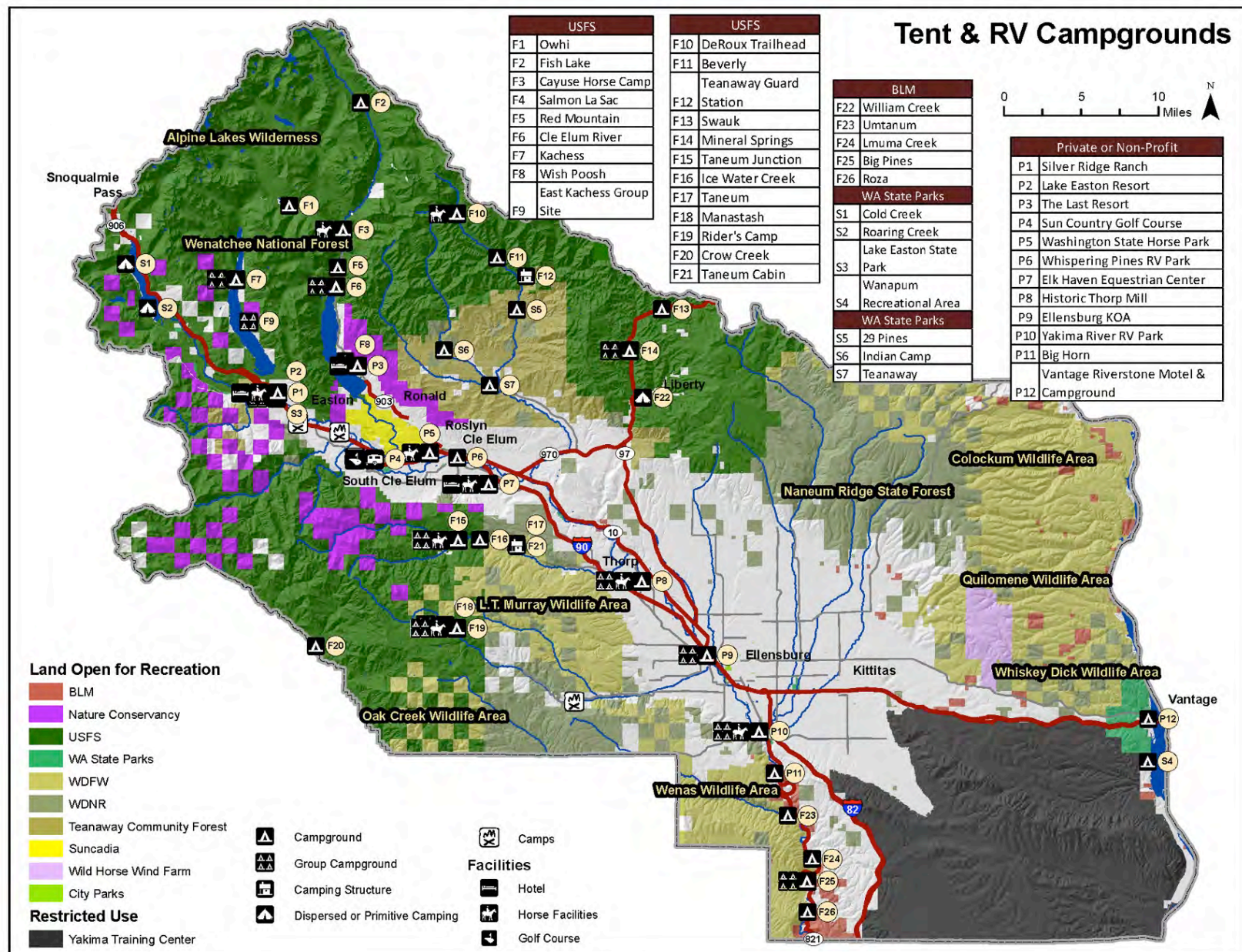
ID	Name	Address	City	ID	Name	Address	City
C1	Suncadia Lodge & Conference Center	3600 Suncadia Trail	Cle Elum	E4	Econo Lodge	1390 North Dolarway Rd	Ellensburg
C2	Stewart Lodge	805 W 1st St	Cle Elum	E5	Niles Inn	1200 S. Ruby St	Ellensburg
C3	Timber Lodge Inn	301 W 1st St	Cle Elum	E6	Super 8 Motel	1500 Canyon Rd	Ellensburg
C4	Cle Elum Travelers Inn	1001 E 1st St	Cle Elum	E7	Holiday Inn Express	1620 Canyon Road	Ellensburg
C5	Econo Lodge	906 E 1st St	Cle Elum	E8	Best Western Plus Lincoln Inn & Suites	211 W Umptanum Road	Ellensburg
C6	Aster Inn	521 E 1st St	Cle Elum	E9	Days Inn	901 Berry Rd	Ellensburg
C7	Inn at Suncadia	3600 Suncadia Trail	Cle Elum	ID	PlaceName	Address	City
C8	Suncadia Vacation Rental Homes	3600 Suncadia Trail	Cle Elum	R1	Harry's Inn	105 W Pennsylvania Ave	Roslyn
E1	Motel 6	403 W University Way	Ellensburg	R2	Merrid Inn	102 E Pennsylvania Ave	Roslyn
E10	Quality Inn & Conference Center	1700 Canyon Rd	Ellensburg	U1	Silver Ridge Ranch	182 Silver Ridge Ranch Rd	Easton
E2	Comfort Inn	1722 Canyon Rd.	Ellensburg	U2	The Last Resort	14254 Salmon La Sac Rd	Ronald
E3	Ellensburg Guest House	606 N Main St	Ellensburg	U3	Canyon River Ranch	14700 Canyon Rd	Ellensburg





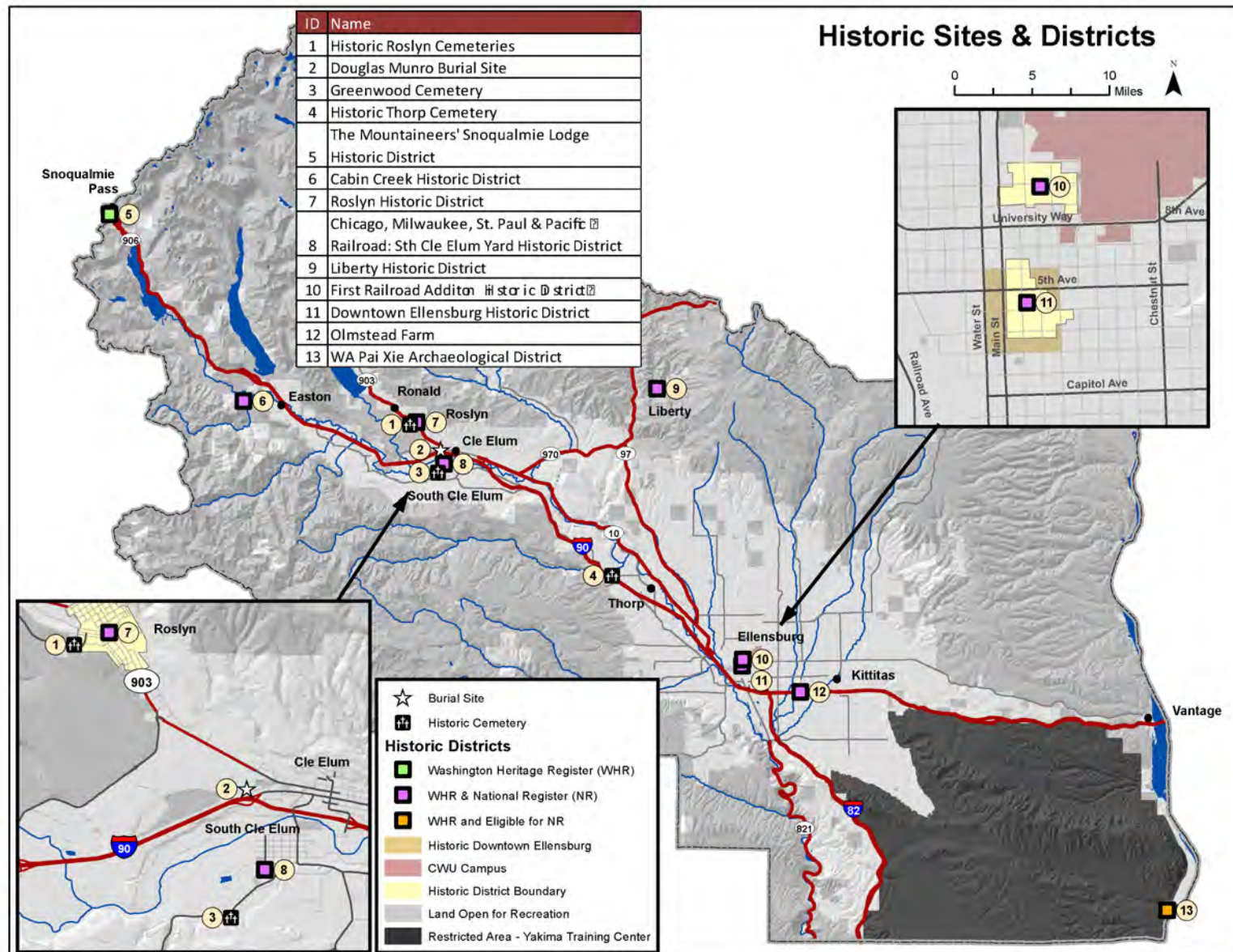




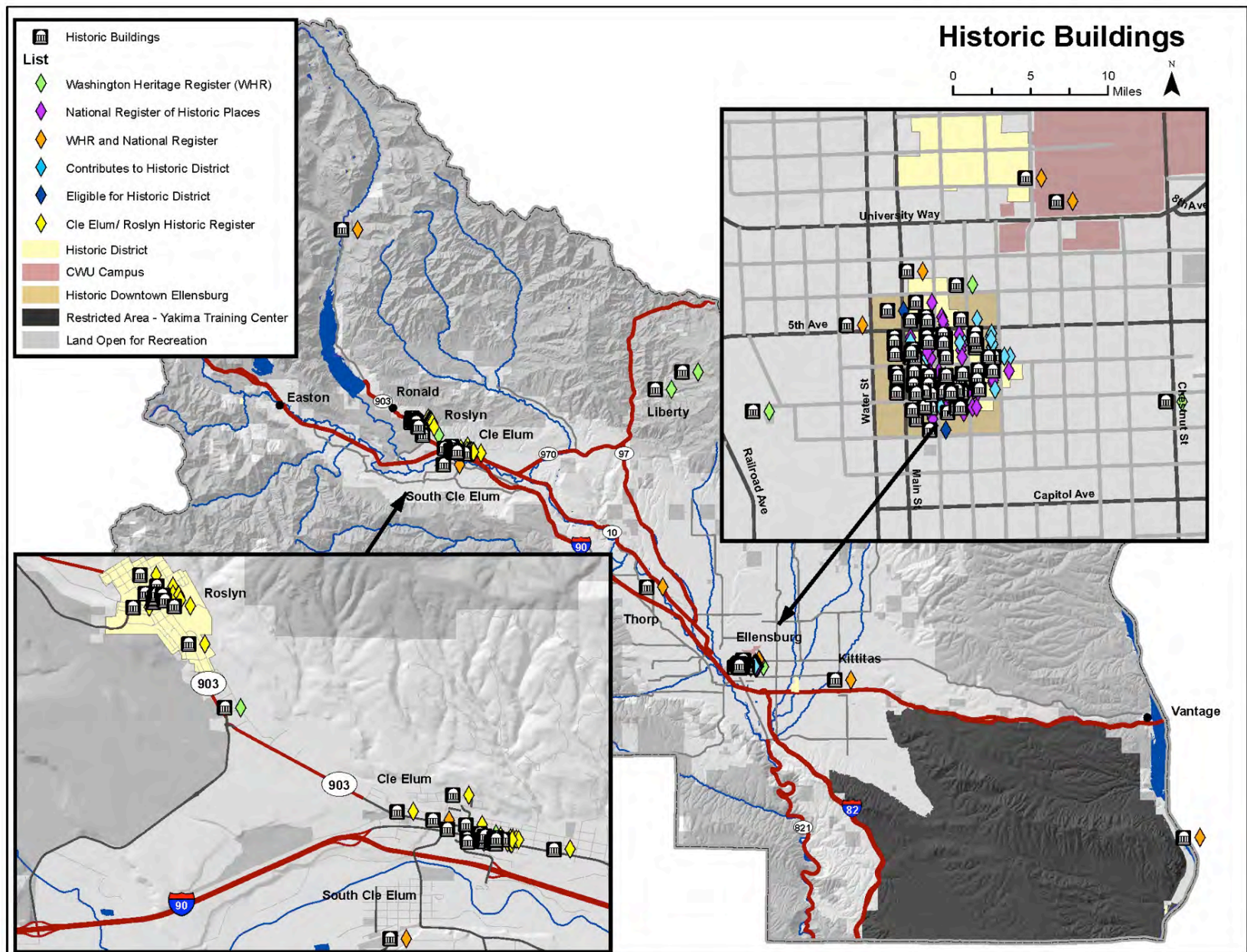




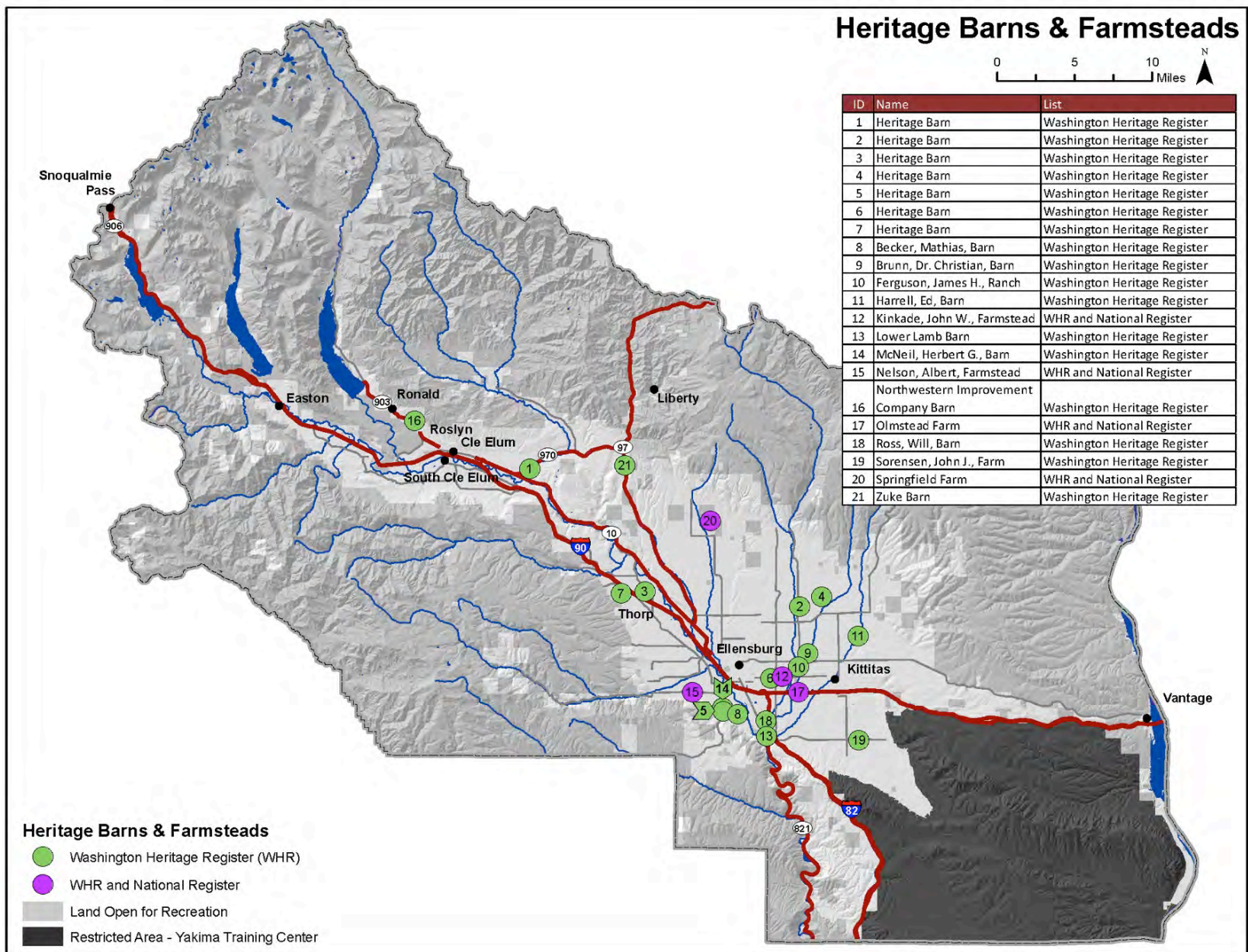
# Heritage assets



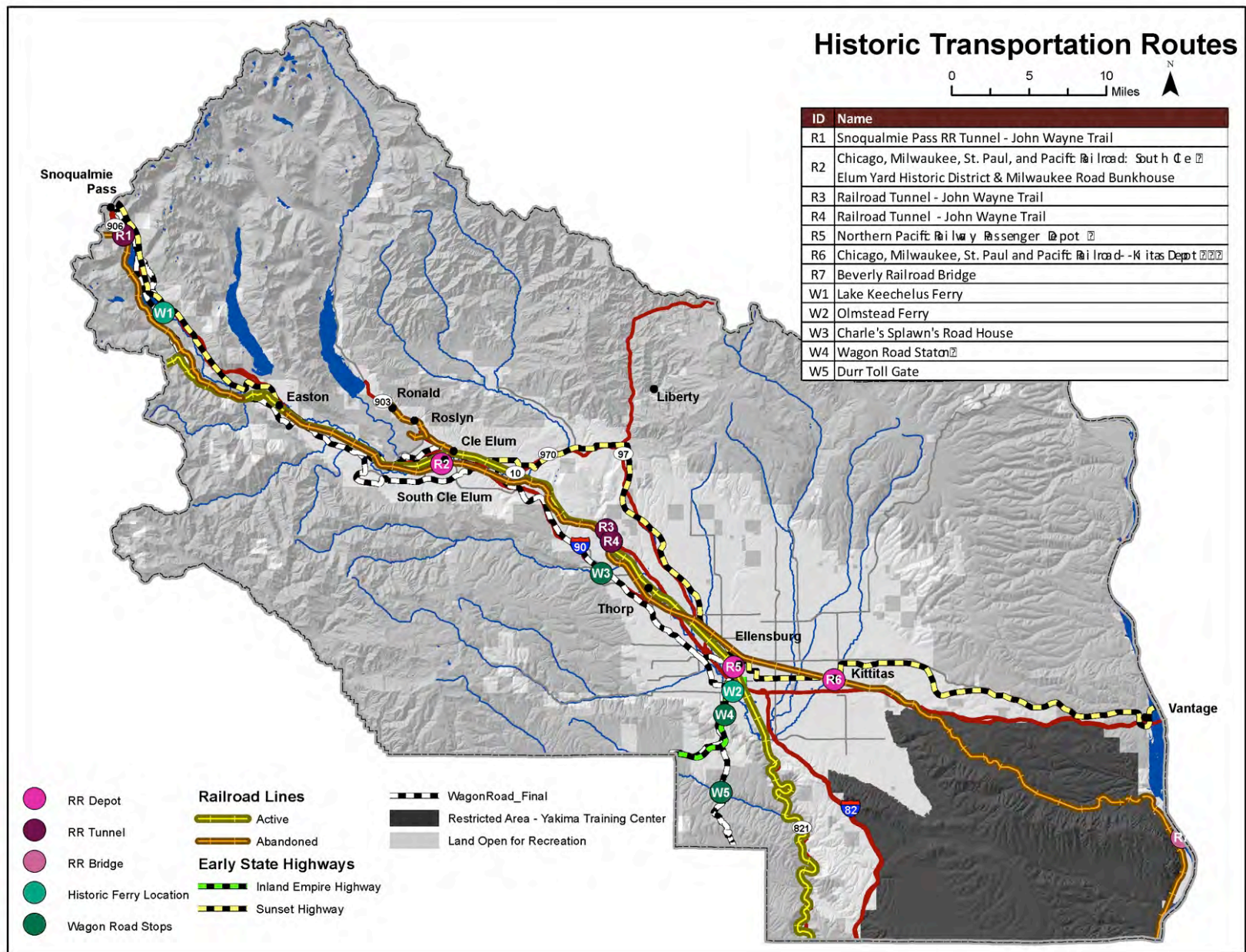




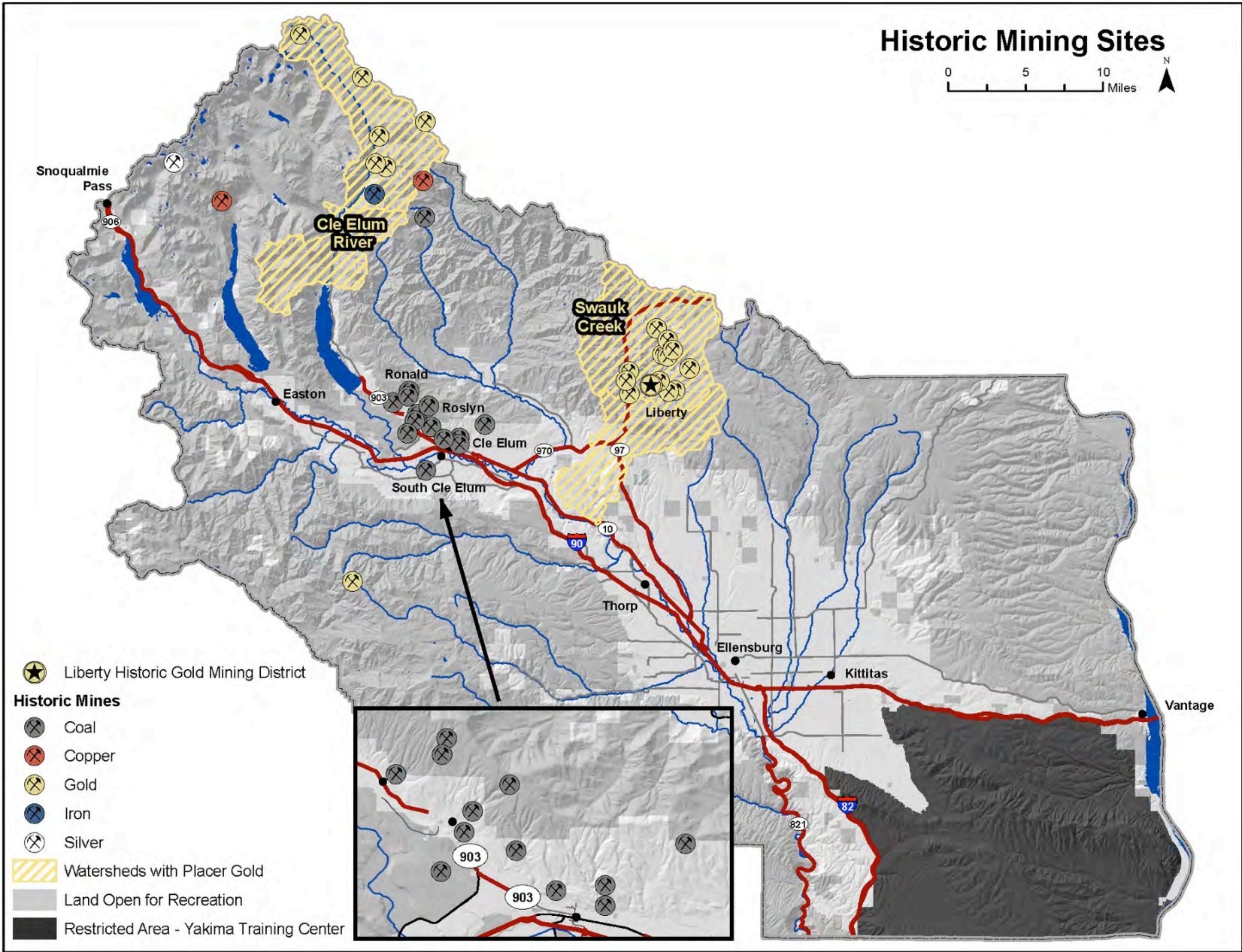




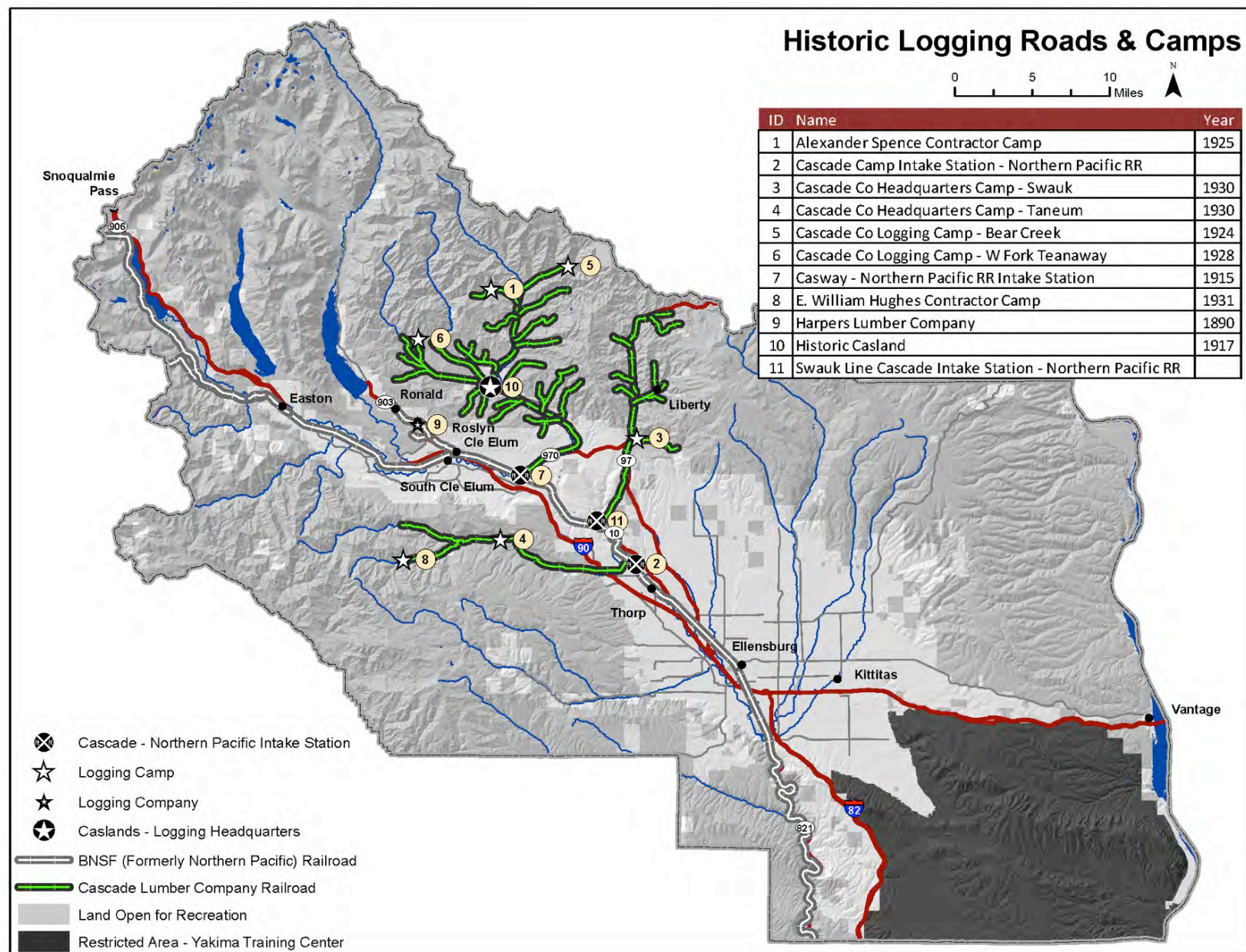






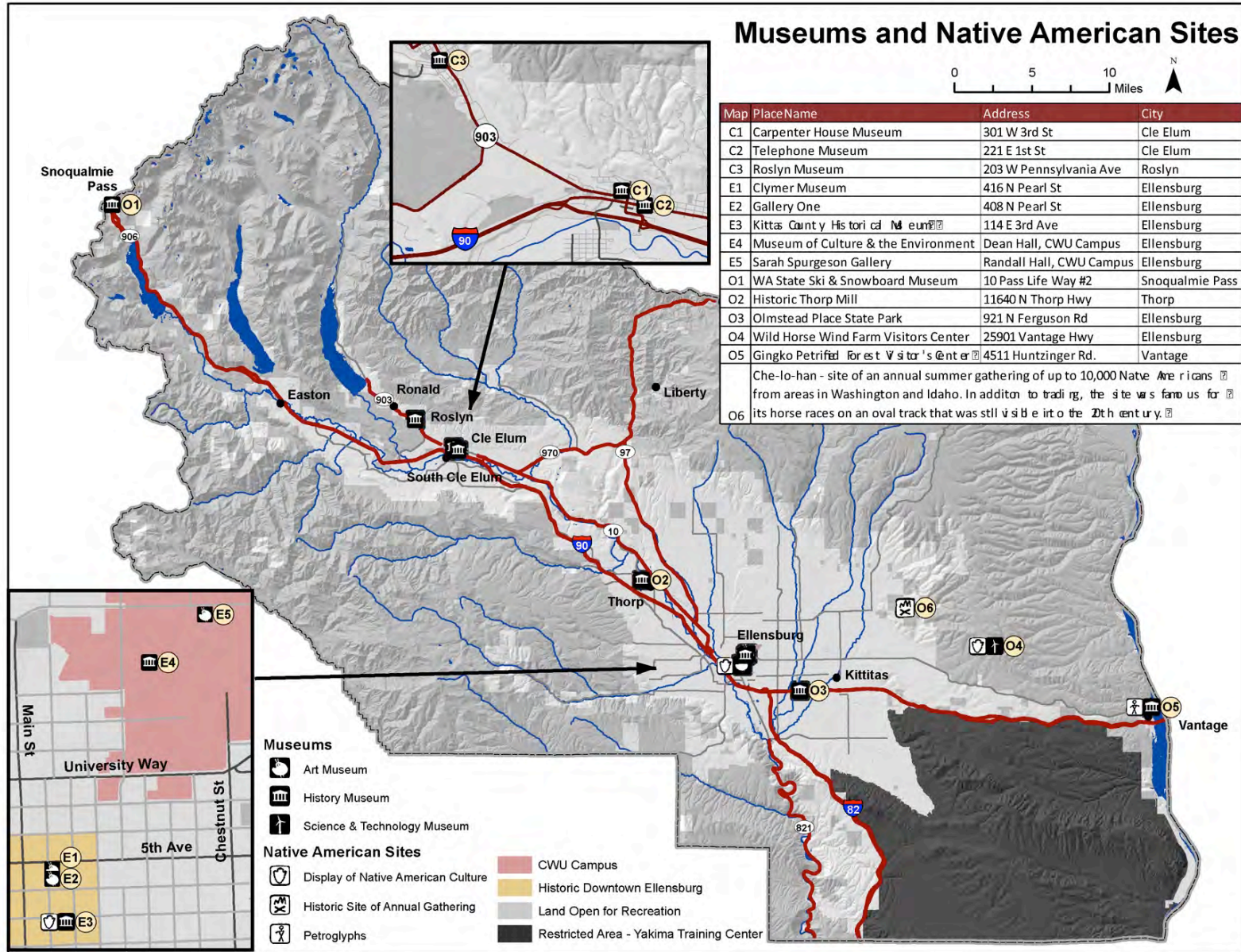


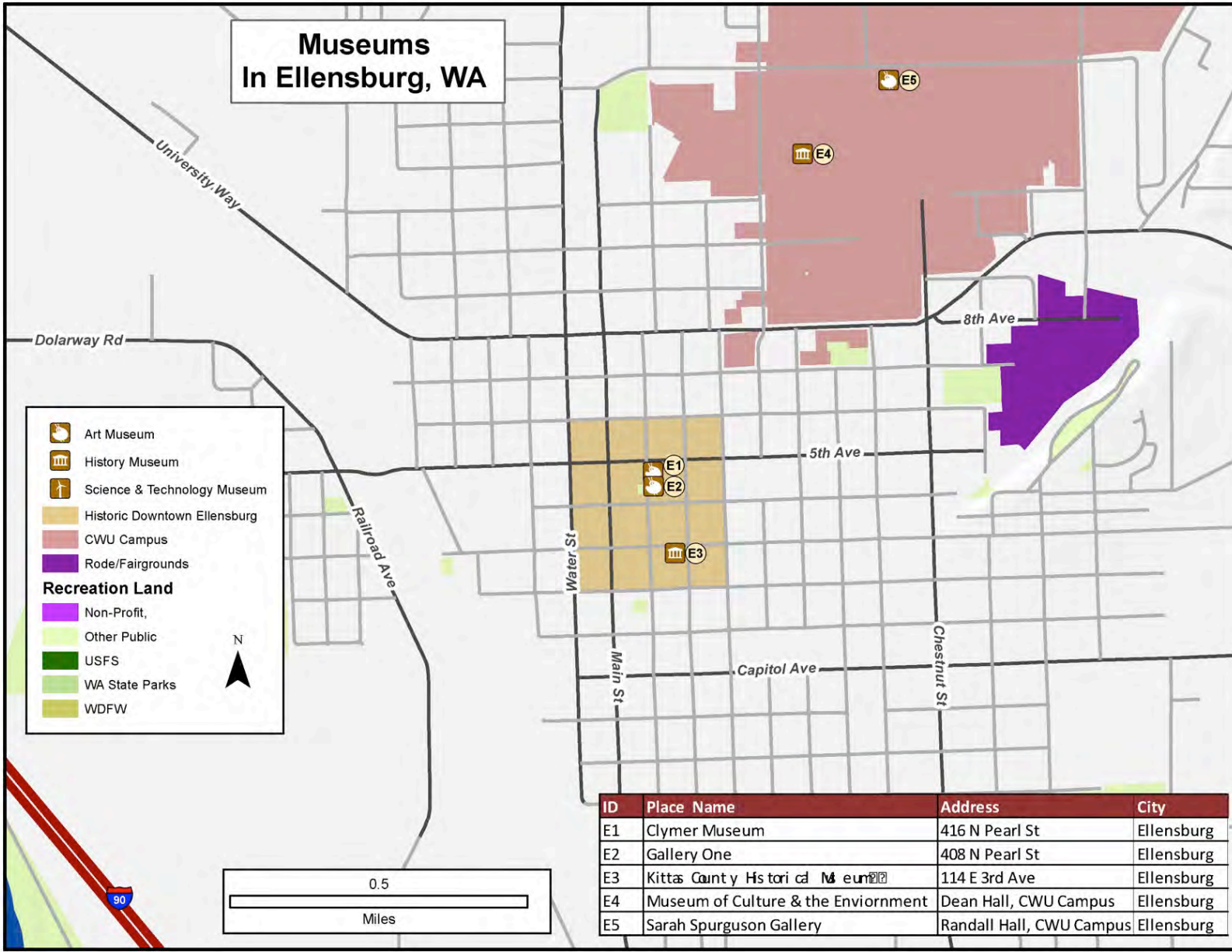






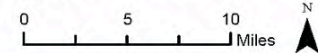
## Cultural assets



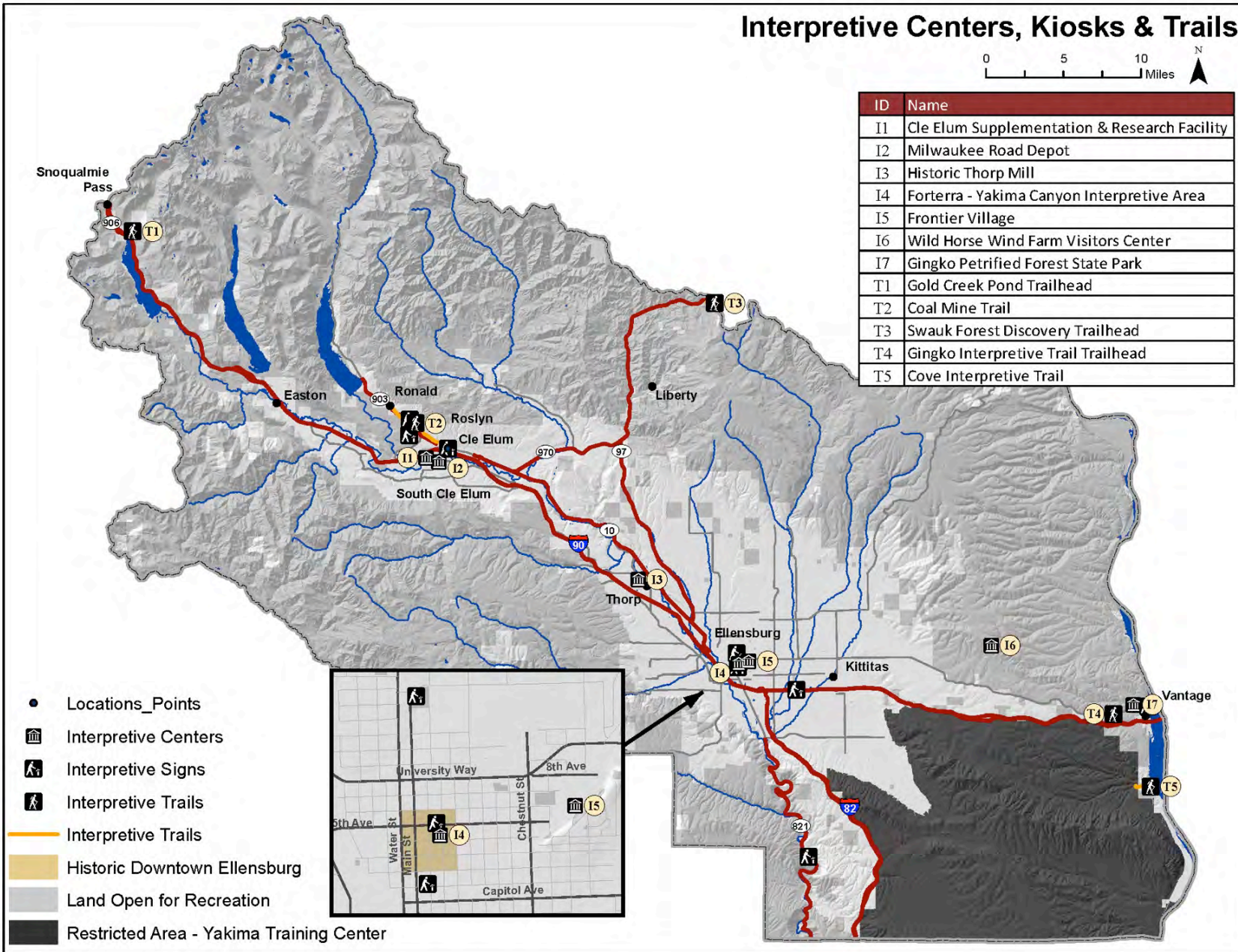




## Interpretive Centers, Kiosks & Trails

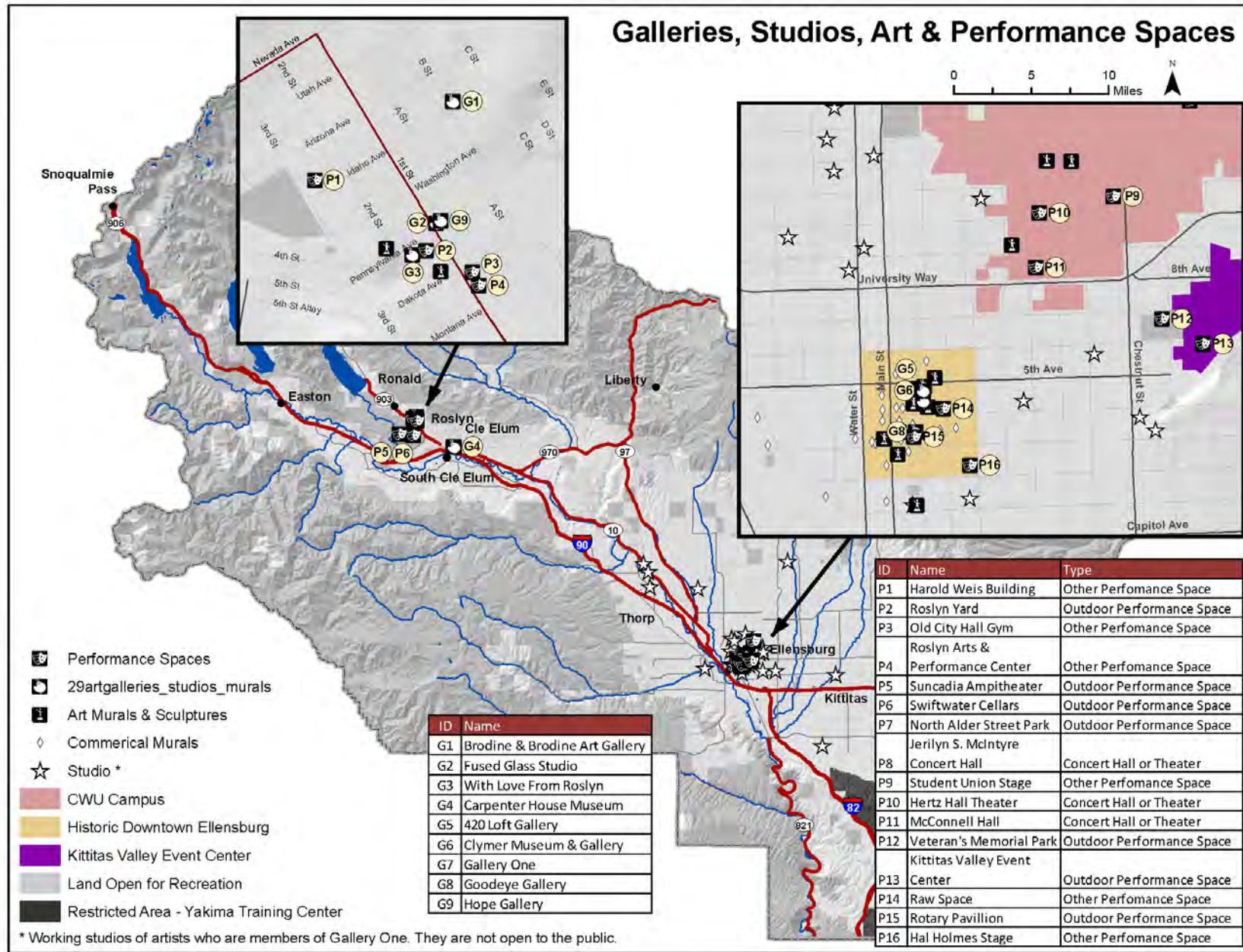


ID	Name
I1	Cle Elum Supplementation & Research Facility
I2	Milwaukee Road Depot
I3	Historic Thorp Mill
I4	Forterra - Yakima Canyon Interpretive Area
I5	Frontier Village
I6	Wild Horse Wind Farm Visitors Center
I7	Ginkgo Petrified Forest State Park
T1	Gold Creek Pond Trailhead
T2	Coal Mine Trail
T3	Swauk Forest Discovery Trailhead
T4	Ginkgo Interpretive Trail Trailhead
T5	Cove Interpretive Trail



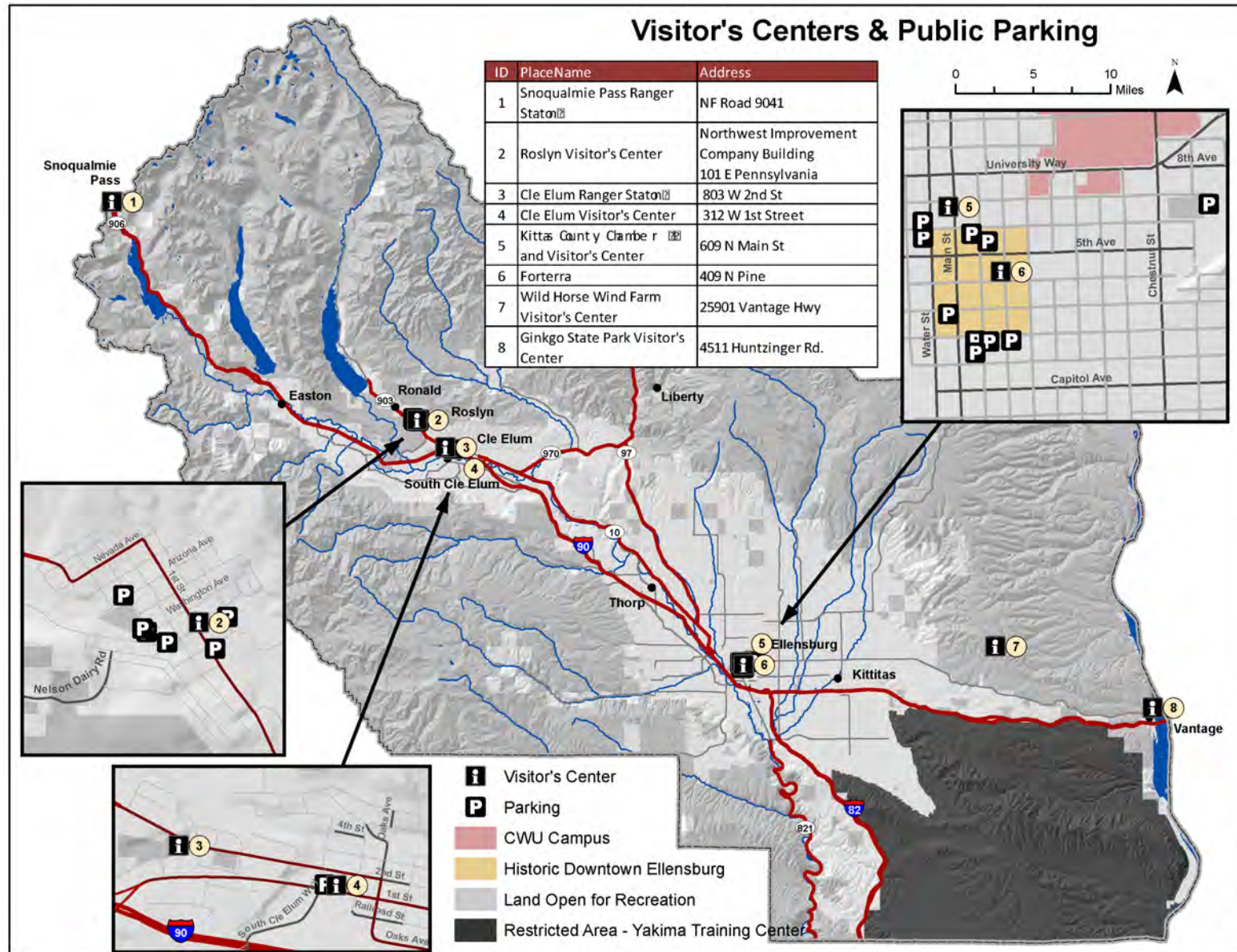


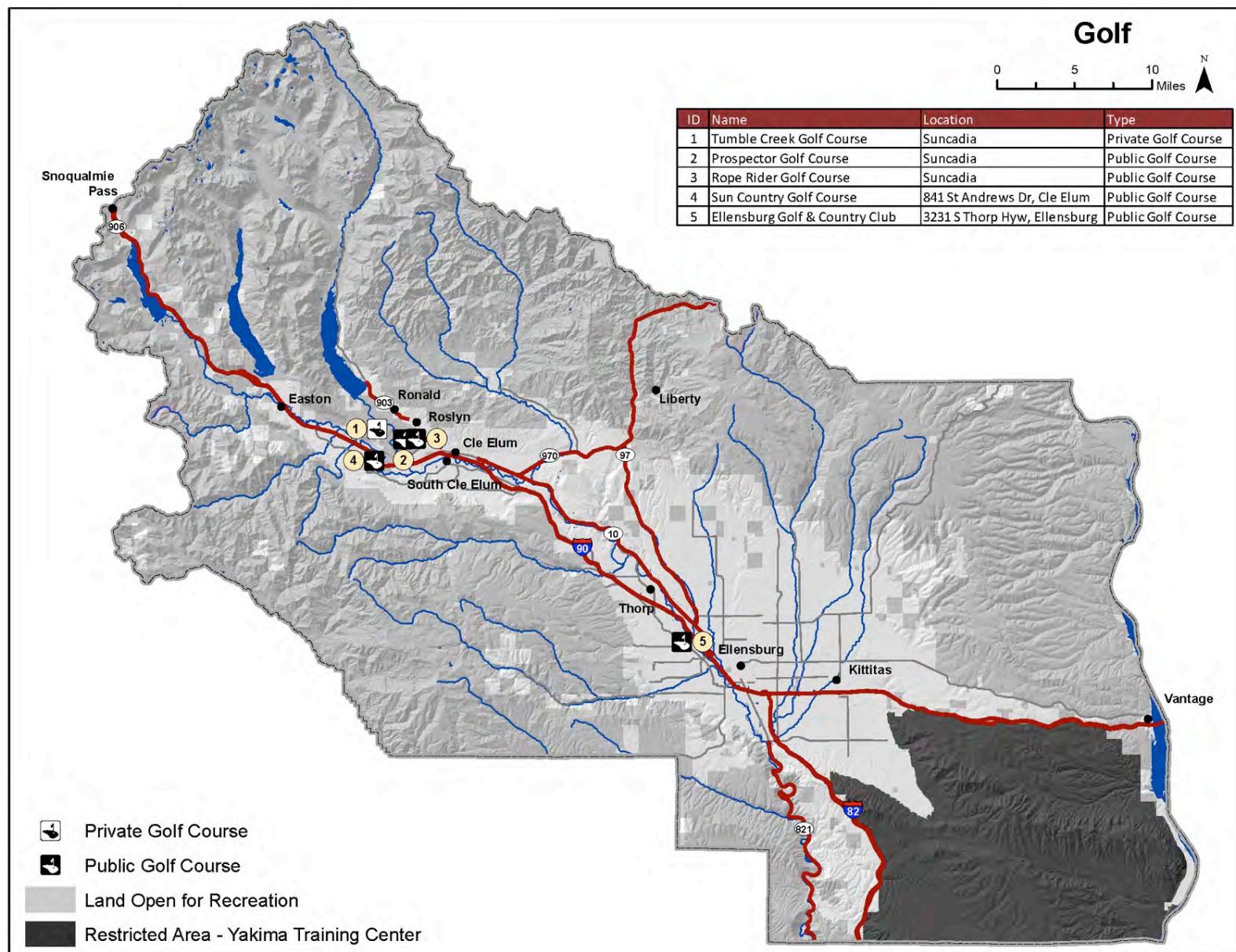
## Galleries, Studios, Art & Performance Spaces





## Supporting facilities







## 6: Goals – to further geotourism opportunities

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

- **Goal 1: Develop integrity of place** - enhance Kittitas County's geographical character by developing and improving the environment, agriculture, recreation, heritage, and culture in distinctive ways to differentiate Kittitas County from other areas and to engender local community pride.
- **Goal 2: Be market selective** - encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of Kittitas County including environmental, agricultural, heritage, and cultural segments that are not as currently well known and frequented as recreational.
- **Goal 3: Diversify market opportunities** - encourage a full range of appropriate food and lodging facilities including hotel, motel, bed-and-breakfast, home-stay, farm-stay, and campground to appeal to the entire demographic spectrum of the geotourism market and to maximize Kittitas County's economic resiliency over both the short and long term.
- **Goal 4: Satisfy tourists** - fully and effectively utilize social media to ensure that satisfied, excited geotourists bring new vacation stories home and send friends off to experience the same opportunities thereby providing continuing demand for Kittitas County destinations.
- **Goal 5: Involve the community** - base tourism on local Kittitas County community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market Roslyn, Cle Elum, Ellensburg, and other locales effectively. Help businesses develop approaches to tourism that build on the County's nature, history and culture, including food and drink, famers' markets, artisans, performance arts, etc.
- **Goal 6: Benefit the community** - encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to Kittitas County involved communities including Roslyn, Cle Elum, and Ellensburg, especially poverty alleviation, clearly communicating the stewardship policies required to maintain these benefits.
- **Goal 7: Protect and enhance destination appeal** - encourage Kittitas County businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within these limits. Use persuasion, incentives, and legal enforcement as needed.
- **Goal 8: Guide land use** - anticipate development pressures and designate major self-contained tourism attractions, such as large-scale theme parks where unrelated to the character of place, to be sited or provided supporting services in locations with no significant ecological, scenic, or cultural assets.
- **Goal 9: Conserve resources** - encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting advertising these measures in ways that attract the large, environmentally sympathetic tourist market.
- **Goal 10: Proactively plan** - recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of Kittitas County destinations. Diversify the economy to sustainable levels and adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the county's unique and multiple destinations.
- **Goal 11: Interpret interactively** - engage visitors and hosts in learning about Kittitas County assets and encourage residents to

present the environmental, agricultural, recreational, heritage, and cultural assets of Kittitas County communities, so that tourists gain a richer experience and residents develop pride in their locales.

- **Goal 12: Evaluate** - establish an evaluation process to be conducted on a regular basis by Kittitas County Board of

Commissioners (BOCC) and the Consolidated Lodging Tax Advisory Committee (LTAC) to represent stakeholder interests and publicize evaluation results.



## 7: Actions – to implement geotourism potentials

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

### Environmental tourism

#### Action 1: Open space network/regional trail projects

##### Strategic objective

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

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

**Priority  
High**

##### Lead agent

**Kittitas County**

##### Potential participants

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

##### Project-specific performance measures

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

#### Action 2: Natural area access and interpretation

##### Strategic objective

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

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

**Priority  
High**

##### Lead agent

**Kittitas County**

##### Potential participants

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

#### Project-specific performance measures

- # key access sites provided trailhead parking
- # provided with kiosks, water, restroom, trash, and emergency response services

## Agriculture tourism

### Action 3: Agriculture access and interpretation

#### Strategic objective

Develop facilities, exhibits, and signage to showcase:

- **Farmers' markets and seasonal farm festival sites** - in Roslyn, Cle Elum, and Ellensburg
- **Working farmsteads** - heritage, family, organic, u-pick farms, farm stays, and B&Bs
- **Wineries and vineyards** - including incubators, tasting facilities, and competitions at Farmers' Markets, Kittitas County Fair, and other venues
- **Teaching and demonstration kitchens** - on organic, natural, and local foods and products at Kittitas County Fairgrounds, CWU, and other venues
- **Barn quilt tour** - signage and directories to barns featuring quilting artworks

#### Priority

Moderate

#### Lead agent

To be determined (TBD)

#### Potential participants

Roslyn, Cle Elum, Ellensburg, CWU, WSU Agriculture Extension Service, Farmers' Markets, Kittitas County Chamber of Commerce, in conjunction with individual farmers

#### Project-specific performance measures

@ facilities established and published on county, city, CWU, WSU, and other websites

### Action 4: Kittitas Valley Event Center (Fair and Rodeo grounds) Master Plan implementation

#### Strategic objective

Expand and develop the Kittitas Event Center in accordance with the adopted master plan for:

- **Livestock barns and arenas** - to support more livestock showings and events and allow future concurrent scheduling of horse and all other

#### Priority

High

livestock fairs

- **Food court relocation to Memorial Park** - to support more food vendors with playground, grassy gathering areas, and entertainment stages
- **Theme vendor corridor improvement** - from livestock barns to the Armory to allow more vendors and provide power, water services that are usable during off-fair season for RV camping
- **Frontier Village reconfiguration** - to create a larger central focus and performing area with additional structures including a church
- **Northeast and northwest rodeo stadium redevelopment** - to expand capacity including box seats with integrated access between bleachers and incorporated restroom and concessions
- **Consolidated entryway/boardwalk** - aligned with Maple Avenue and extending from University Way into the rodeo arena bleachers and around the horse track to access all fair and rodeo events
- **Gateway/portal structure** - on the entryway/boardwalk with ground floor ticketing offices, museum, vendor stores and upper floor meeting and party room, sponsor lounge and bar, and administration offices
- **Rodeo concessions** - added on the realigned ground level entries to the rodeo stadiums and arenas to support more food services
- **Indoor multipurpose arena** - with up to 4,000 seats for car-truck-RV-boat shows, major livestock, and tractor competitions
- **Indoor exhibition hall** - with kitchen, stage, plasma screens, and seating for 2,000 for major music performances, speaker presentations, vendor exhibitions
- **Stalling barns** - with up to 230 stalls for livestock and horses performing in the indoor multipurpose arena and Rodeo arena
- **Bowling Alley retrofit as a Festival Hall** - with historical exhibits, stage, dance floor, plasma screens, bar, commercial kitchen for corporate



meetings and presentations, parties, and weddings	
▪ <b><u>Yakama Tribal Village</u></b> - expansion to include covered performance and exhibition space, 47+ tepee sites, and restroom and shower facilities	
▪ <b><u>RV Park</u></b> - for 33 full-service pull-through campsites with power, water, wifi, and clubhouse with laundromat and meeting room on the site of the existing mobile home park	
▪ <b><u>Consolidated parking lot</u></b> - with integrated RV stalls for exhibitors and up to 922 cars for fair, rodeo, and special event attendees - a portion of which could be used for the relocation of the carnival for better visibility from University Way	
<b>Lead agent</b> <b>Kittitas County</b>	<b>Potential participants</b> Ellensburg Rodeo, Ellensburg Rodeo Hall of Fame, Kittitas County Fair Board, Kittitas County 4-H Clubs, Yakama Indian Nation, Kittitas County Chamber of Commerce, CWU, City of Ellensburg, user groups
<b>Project-specific performance measures</b>	
@ date master plan adopted	
@ date rodeo arena stadiums, 4-H barns, parking lot and temporary RV sites, Alder Streetscape and Promenade completed	
@ date mobile home park acquired and redeveloped for RV Park and Yakama Tribe gathering site	
@ date Frontier Village reconfigured and commons and stage completed	

## Recreational tourism

### Action 5: Washington State Horse Park (a City of Cle Elum property) Master Plan

<b>Strategic objective</b>	<b>Priority</b>
Complete key master plan improvements including:	<b>High</b>
▪ 140x300 foot covered arena with bleachers	
▪ permanent restrooms	
▪ trail linkages on and off-site with regional trail network	

<b>Lead agent</b> <b>Cle Elum</b>	<b>Potential participants</b> Washington State Horse Park, Washington State Legislature, Washington State Parks & Recreation Commission, Kittitas County Chamber of Commerce, Suncadia, and in conjunction with equestrian user groups
<b>Project-specific performance measures</b>	
@ date funding approved and key improvements completed	

### Action 6: Regional athletic competition facilities

<b>Strategic objective</b>	<b>Priority</b>
Improve regional athletic field bleachers, concessions, on-site water and restroom services, RV parking and camping at competitive athletic facilities in:	<b>Low</b>
▪ Roslyn	
▪ Cle Elum	
▪ Ellensburg	
<b>Lead agent</b> <b>Roslyn, Cle Elum, Ellensburg</b>	<b>Potential participants</b> Roslyn, Cle Elum, Ellensburg Parks and Public Works Departments, Kittitas County Chamber of Commerce, in conjunction with athletic leagues and sponsors
<b>Project-specific performance measures</b>	
# enhancement projects completed increasing tournament potentials	
# tournaments scheduled per year as result of improvements	

### Action 7: Gun and archery range

<b>Strategic objective</b>	<b>Priority</b>
Develop facilities and programs to teach and practice gun and archery safety for hunting, recreation, training, competition, and law enforcement agency certification purposes	<b>Low</b>
<b>Lead agent</b> <b>Kittitas County</b>	<b>Potential participants</b> Kittitas County Sheriff, Roslyn, Cle Elum, and Ellensburg Police Departments, Kittitas County Field &

	Stream Club, Cascade Field & Stream Club, RMEF, NRA	
<b>Project-specific performance measures</b>		
# additional range firing positions added to inventory		
<b>Heritage tourism</b>		
<b>Action 8: Historic district designation and interpretation</b>		
<b>Strategic objective</b>		<b>Priority</b>
Restore, access, and install signage, plaques, and directories of significant historical sites and landmarks for preservation, restoration, and public interpretation and access including:		<b>High</b>
<ul style="list-style-type: none"> <li>▪ <b>Cemeteries and burial areas</b> - in Ronald, Roslyn, Cle Elum, Thorpe, and Ellensburg</li> <li>▪ <b>Railroad spurs, main lines, and depots</b> - in mining and logging areas as well as Roslyn, Cle Elum, and Ellensburg</li> <li>▪ <b>Coal and gold mining areas and sites</b> - in upper county including Ronald, Roslyn, and Cle Elum</li> <li>▪ <b>Logging areas and sites</b> - in Ronald, Roslyn, Cle Elum, and Liberty</li> <li>▪ <b>Heritage barns and farmsteads</b> - throughout the upper and lower county</li> <li>▪ <b>Commercial and industrial buildings</b> - in Roslyn, Cle Elum, and Ellensburg</li> <li>▪ <b>Public buildings including schools</b> - in Roslyn, Cle Elum, Ellensburg, and CWU campus</li> <li>▪ <b>Residential homes and neighborhoods</b> - in Roslyn, Cle Elum, and Ellensburg</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
Roslyn, Cle Elum, Ellensburg, and Kittitas County	Roslyn, Cle Elum, Ellensburg, Kittitas County, and Suncadia Historical Museums and Societies, Washington State Department of Archaeology & Historic Preservation (DAHP), DNR, Thorpe Interpretation Center, Roslyn Cemetery, Washington State Parks & Recreation Commission, CWU and WSU Agricultural Extension Service, Kittitas County Chamber of	

	Commerce in conjunction with private property owners	
<b>Project-specific performance measures</b>		
@ date districts designated		
# additional historical landmarks added to local, state, and national directories/websites		
# significant historical sites restored and renovated		
# kiosks, directories, brochures, website tour signage developed, installed, and promoted		
<b>Action 9: Interpretive facilities and exhibits</b>		
<b>Strategic objective</b>		<b>Priority</b>
Develop interpretive facilities, directories, plaques, photos, maps, and equipment or artifacts for:		<b>High</b>
<ul style="list-style-type: none"> <li>▪ <b>Natural events</b> - including the ice age floods, volcanic flows, and wildfires</li> <li>▪ <b>Geological formations</b> - and other natural phenomena</li> <li>▪ <b>Railroading</b> - including logging and mining spurs, main lines, depots, and the converted Iron Horse State Park/John Wayne Trail and tunnels</li> <li>▪ <b>Mining</b> - deposits, mine entries, shafts, spoils, and other artifacts</li> <li>▪ <b>Logging areas and sites</b> - including old-growth forests</li> <li>▪ <b>Agricultural areas, farms, and barns</b> - including heritage farms as well as organic, u-pick, vineyards, and Barn Quilts displays</li> <li>▪ <b>Public works</b> - including irrigation canals and waterworks, solar and wind energy farms and structures</li> <li>▪ <b>Historic landmarks and buildings</b> - in designated commercial, industrial, and residential districts and neighborhoods</li> <li>▪ <b>Historic cemetery</b> - plots, grounds, tombstones, and other improvements associated with settlements, mining, railroads, and ethnic and cultural groups</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
Roslyn, Cle Elum,	Washington State Department of	



<b>Ellensburg, Kittitas County, Washington State Parks &amp; Recreation Commission</b>	Archaeology & Historic Preservation (DAHP), DNR, Thorpe Interpretation Center, Roslyn Cemetery, Kittitas County History Museum, CWU and WSU Agricultural Extension Service, BNSF, Kittitas County Chamber of Commerce, in conjunction with private property owners
<b>Project-specific performance measures</b>	
# facilities, directories, brochures, website tour signage developed, installed, and promoted	

#### Action 10: Museums

<b>Strategic objective</b>		<b>Priority</b>
Expand and/or acquire building space and expand permanent and temporary exhibitions of photographs, clothing, equipment, and other artifacts in permanent quarters including performance and presentation areas in the:		<b>Moderate</b>
<ul style="list-style-type: none"> <li>Roslyn Museum (private)</li> <li>Cle Elum Carpenter House, Telephone Museum</li> <li>Thorpe Mill Interpretation Center</li> <li>Kittitas County Museum in Ellensburg</li> <li>as well as in scattered sites or structures with historical or interpretive potential and visibility throughout the county</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
<b>Roslyn, Cle Elum, Ellensburg, Kittitas County</b>	Roslyn, Cle Elum, and Ellensburg History Museums and Historical Societies, Kittitas County Chamber of Commerce, Washington State Parks & Recreation Commission, Department of Archaeology & Historic Preservation (DAHP), Ellensburg Rodeo Museum, Yakama Indian Nation, Telephone Museum	
<b>Project-specific performance measures</b>		
# additional facilities, exhibits, kiosks, brochures, websites, and events developed, installed, and promoted		

#### Action 11: Public streetscape tourism enhancements

<b>Strategic objective</b>		<b>Priority</b>
Develop and enhance public performance spaces, interpretive exhibits, kiosks and directories, artworks, and restrooms of benefit to tourists in:		<b>Moderate</b>
<ul style="list-style-type: none"> <li>Roslyn downtown historic district</li> <li>Cle Elum downtown historic district</li> <li>Ellensburg downtown historic district</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
<b>Roslyn, Cle Elum, and Ellensburg Public Works Departments</b>	Ellensburg Downtown Association, Cle Elum and Roslyn Downtown Associations, Vantage, Kittitas, Easton, Thorp, Ronald, Snoqualmie Pass, and Liberty in conjunction with private property and business owners	
<b>Project-specific performance measures</b>		
@ streetscape tourism enhancements designed, funded, and completed		

#### Action 12: Downtown Ellensburg/CWU corridor tourism enhancements

<b>Strategic objective</b>		<b>Priority</b>
Enhance walking/biking connection between downtown Ellensburg and CWU of benefit to students, parents, and tourists with public streetscape enhancements including kiosks, directories, and artwork.		<b>Low</b>
<b>Lead agent</b>	<b>Potential participants</b>	
<b>Ellensburg Public Works Department</b>	CWU, Ellensburg Downtown Association, Kittitas County Chamber of Commerce	
<b>Project-specific performance measures</b>		
@ streetscape tourism enhancements designed, funded, and completed		

#### Cultural tourism

#### Action 13: Native American interpretative centers and exhibits

<b>Strategic objective</b>		<b>Priority</b>
Create facilities and exhibits of generalized (not site specific) permanent and seasonal village, hunting, fishing, and trading areas with descriptive histories, languages, life styles, clothing, equipment, and livestock of the confederated Yakama Nation and other tribes that frequented the county including:		<b>Moderate</b>
<ul style="list-style-type: none"> <li>▪ <b>Yakama Tribe's Rodeo</b> - annual summers-end trading goods, dance performances, and horse competitions leading to the development of the Ellensburg Rodeo arena, hilltop overlook and trail, and grounds</li> <li>▪ <b>CWU Longhouse</b> - exhibition and educational facility</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
Yakama Indian Nation, CWU	Roslyn, Cle Elum, Ellensburg, and Kittitas County Museums and Historical Societies, Washington State Department of Archaeology & Historical Preservation (DAHP)	
<b>Project-specific performance measures</b>		
# additional facilities, exhibits, kiosks, and events developed and promoted		

#### Action 14: Art installations

<b>Strategic objective</b>		<b>Priority</b>
Install public art including barn quilts, murals, sculpture parks, and art walk installations at:		<b>Moderate</b>
<ul style="list-style-type: none"> <li>▪ Roslyn</li> <li>▪ Cle Elum</li> <li>▪ Ellensburg</li> <li>▪ Kittitas County Event Center</li> <li>▪ CWU campus</li> <li>▪ Barn Quilt Tour</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
Roslyn, Cle Elum, Ellensburg, Kittitas County	Roslyn, Cle Elum, Ellensburg Museums, Chambers of Commerce, CWU, Kittitas Special Event Center in conjunction with private galleries and artist studios	

<b>Project-specific performance measures</b>	
# additional art facilities, exhibits, and events developed and promoted	

#### Action 15: Music, dance, and drama performance facilities

<b>Strategic objective</b>		<b>Priority</b>
Develop public performance areas including amphitheaters and stages, permanent and temporary outdoor festival stages, dinner theaters, festival and party hall stages, at:		<b>Moderate</b>
<ul style="list-style-type: none"> <li>▪ Roslyn</li> <li>▪ Cle Elum</li> <li>▪ Ellensburg</li> <li>▪ Kittitas County Event Center</li> <li>▪ CWU campus</li> </ul>		
<b>Lead agent</b>	<b>Potential participants</b>	
Roslyn, Cle Elum, Ellensburg, CWU, Kittitas Event Center	Roslyn, Cle Elum, Ellensburg, CWU, Kittitas Valley Event Center, Kittitas County Chamber of Commerce in conjunction with theater and drama groups, music and dance groups, talent booking agents	
<b>Project-specific performance measures</b>		
# additional music, dance, and drama performance facilities and events		

#### Supporting facilities

##### Action 16: Wayfinding signage

<b>Strategic objective</b>		<b>Priority</b>
Install wayfinding signage on I-90, SR-97, and other state, county, and city roadways to major tourist destinations including:		<b>High</b>
<ul style="list-style-type: none"> <li>▪ <b>Historic barns and farms</b> - including the Quilt Trail</li> <li>▪ <b>Historic districts</b> - in Roslyn, Cle Elum, and Ellensburg</li> <li>▪ <b>Recreation sites</b> - including Olmstead Place State Park, Washington State Horse Park (City of Cle Elum property)</li> </ul>		
And resolving wayfinding through troublesome or		



confusing sites including:	
<ul style="list-style-type: none"> <li>Roslyn roundabout</li> <li>Ellensburg I-90 exits</li> </ul>	
<b>Lead agent</b>	<b>Potential participants</b>
Kittitas County Public Works Department and WSDOT	Roslyn, Cle Elum, Ellensburg Public Works Departments, Suncadia, USFS, DNR, DFW, WA Parks & Recreation Commission, Kittitas County Chamber of Commerce
<b>Project-specific performance measures</b>	
# wayfinding signs installed to major destinations and attractions	

### Action 17: Visitor centers

<b>Strategic objective</b>	<b>Priority</b>
Develop visitor centers including electronic kiosks and directories with digital QR codes for phone and tablet apps accessing on-line materials produced by CWU and other organizations highlighting significant natural and heritage events including the ice age floods, volcanic eruptions, native settlements, mining, logging, farming, and other settlements at: <ul style="list-style-type: none"> <li>Teanaway Community Forest</li> <li>Suncadia/Roslyn</li> <li>Upper County - Plum Creek Warehouse</li> <li>Cle Elum</li> <li>Yakima Canyon</li> <li>Ellensburg</li> <li>Olmstead Place State Park</li> <li>Vantage</li> <li>Other significant environmental, agricultural, recreational, heritage, and cultural sites and facilities</li> </ul>	<b>High</b>
<b>Lead agent</b>	<b>Potential participants</b>
Roslyn, Cle Elum, Ellensburg, Kittitas County	Roslyn, Cle Elum, Ellensburg Chambers of Commerce, Suncadia, NPS, USFS, DNR, DFW, WA Parks & Recreation Commission
<b>Project-specific performance measures</b>	
# visitor/interpretive centers developed at major	

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

### Action 18: Public parking lots

<b>Strategic objective</b>	<b>Priority</b>
Designate, improve, and sign public parking lots in the downtown districts and other major tourist destination sites in: <ul style="list-style-type: none"> <li>Roslyn</li> <li>Cle Elum</li> <li>Ellensburg</li> <li>Kittitas</li> <li>Rural areas and unincorporated towns of Kittitas County</li> </ul>	<b>Moderate</b>
<b>Lead agent</b>	<b>Potential participants</b>
Roslyn, Cle Elum, Ellensburg	Roslyn, Cle Elum, Ellensburg Public Works Departments
<b>Project-specific performance measures</b>	
# additional off-street parking lot spaces created at major destinations	

### Project specific performance measures

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

#### Project-specific performance measures

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

### Kittitas County capital project applications

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

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