



Washington State's
Scenic Loop Highway

MEMO

TO: Scenic Byways Workshop Participants

From: Nancy Trucano

Date: 05/27/08

RE: Summary of Byways Workshop

Workshop Premise: How diverse groups can work together to achieve common goals.

Workshop Goal: To determine if the four byways along the Cascade Loop can, and want to, work together to achieve common goals within a framework that maintains their individual identities.

Tour “isms” from the past 4 years:

- 1) Eco tourism
- 2) Heritage Tourism
- 3) Cultural tourism
- 4) Agri tourism
- 5) Geo tourism
- 6) Civic tourism

Geo and civic tourism are the newest. Geo tourism combines most of the other “isms” together for a more comprehensive view of the inter-related aspect of tourism, with a deeper sense of place, heritage, greenness, culture and history.

Tourism Trends in past two years:

- 1) Shorter vacations
- 2) Shorter planning window closer to the time of the vacation
- 3) Travel planning is done predominantly on the web
- 4) Larger “clan” gatherings (not just family groups)
- 5) Girlfriend get togethers
- 6) Looking for indulgence and deep relaxation. We’re tired!
- 7) Gourmet food – several small meals instead of three large meals, local food. Part of catering to the affluent visitor.
- 8) Learning experiences
- 9) Personalization – visitors expect to have “personal” experiences that cater to their individual interests.

What is a High Value Traveler?

- 1) Appreciates who you are
- 2) Appreciates what you’ve got
- 3) Is willing to pay money for the experience
- 4) Is willing to play by YOUR rules

The “outliers” recommendations for what will help a byway group be successful:

- 1) Realistic expectations that are written down
- 2) Paid staff for communication and continuity
- 3) Shared vision and commitment

What makes a marriage/partnership work?

- 1) Make sure the start-up is “soft”. Discussions end on same note they start on.

- 2) Learn to make “repair” attempts when something goes wrong.
 - 3) Learn to compromise.
 - 4) Become more tolerant of imperfections.
 - 5) Learn to soothe yourself and others.
- Marriages/partnerships are based on friendship.

Byway Mission Statements

Whidbey Scenic Isleway: We will enhance visitor’s experience and preserve the quality of life enjoyed by island residents.

Cascade Loop: To promote the Cascade Loop Scenic Highway and educate tourists, tour operators and the media on its natural beauty, recreational opportunities and members facilities and services.

North Cascades: To promote the unique assets along the corridor and to educate and inspire the traveler.

Stevens Pass: Facilitate education regarding scenic, recreational, natural resources, history, culture and their interpretation and promote responsible use and preservation of the special value of this corridor.

Action items as a result of this workshop:

- Form an Advisory Group that includes members from all four of our byways. Contacts are: Henry Sladek (Stevens Pass Greenway), RoseAnn Alspektor (Whidbey Scenic Isleway), Elizabeth Sjostrom & Cindy Bjorklund (North Cascades Scenic Highway), Nancy Trucano (Cascade Loop)
- Meet on a monthly basis, move meetings around the Loop
- Use technology to communicate (it’s a long distance for people to travel) including conference calls and web conferencing.
- Appoint a leader
- Whidbey has offered to host first meeting
- Washington State Tourism offered to give us meeting space at Sleeping Lady on Sept. 2 before the Wildlife conference for our byway advisory group meeting
- have board members for each byway that are from the other byways around the route (or that participate in more than one of the byways)
- Establish a “Memorandum of Understanding” between our organizations to help avoid misunderstandings and clarify commitments

What can our byways accomplish beyond marketing?

- 1) Identify and improve destinations or points of interest
- 2) Preserve and respect what is special
- 3) Good neighbor handbook
- 4) Support local economies
- 5) Work with organizations across the board
- 6) Inspire...our visitors and ourselves
- 7) Increase access but decrease congestion

Each Byway’s three “I wants”*North Cascades Highway*

- 1) Better coordination, have a formal group for the byway
- 2) Attract the “right” kind of traveler
- 3) Improve signage, communications and visitor messaging



Washington State's
Scenic Loop Highway

MEMO

Cascade Loop

- 1) More comprehensive organization with more depth - not just marketing, but including facilities, cultural, heritage, and historical assets, the "whole" experience.
- 2) A cohesive identity (story) that our visitors can easily understand
- 3) An inclusive identity that includes partner byway identities

Whidbey Scenic Isleway

- 1) Generate revenue while preserving lifestyle
- 2) Maintain balance between tourism, preservation & property rights
- 3) Retain healthy business community

Stevens Pass Greenway

- 1) More interpretive sites along the route
- 2) Enhance manmade areas along the route to make them more scenic (more aesthetically pleasing)
- 3) Minimize traffic impact from increased tourism/visitors (address safety issues)

Outlyers

- 1) Preserve assets & tell the "story of people's connection with the land"
- 2) Community economic development
- 3) Broader and more stable partnerships

Each Byways Central Story

Stevens Pass Greenway

"From the Iron Goat Trail to the Panama Canal"

Cascade Loop

Sample Spectacular. A microcosm of Washington State

North Cascades

Bo big, so wild, so close.

Whidbey

The shortest distance to far away

Six Tips for Grant Applications by Sandy Balch

- 1) Plan. See where there are interlocking projects
- 2) Know your subject – time, \$, permits, studies (get all of these in advance of the call for grants)
- 3) Know your own people – who supports or opposes your grant/project
- 4) Know the game rules – read the scenic byways guidelines!
- 5) Write a picture – tell your story with passion in clear, concise language. Bullet points are very effective.
- 6) Follow through and finish strong. During the grant implementation, document EVERYTHING.

Misc.

-The highway doesn't look as though it's well cared for and respected

-preserveamerica.gov offers a grant program for communities designated as Preserve America cities. Counties can also have this designation. This program is administered by the National Park Service. Go on-line to see what is required for this designation. The program has some similarities to the Byways grant program. The NPS also has a rivers and trails grant program.

-dimdim.com is a free web/video conferencing site

-Wildlifemou.com is a new bulletin board type site that we can all utilize. Can use it as a discussion blog for our byways.

PO Box 3245
Wenatchee, WA 98807
509-662-3888
FAX 815 301-8773
www.cascadeloop.com
info@cascadeloop.com