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What's Happening

You're going to have to mark your calendar so you don't miss – *or forget!* – any of these fun upcoming events.

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NEWS YOU CAN USE

Update to Snohomish County's Tourism Plan Underway

Efforts are underway to update the 2000 Strategic Tourism Plan by the Snohomish County Office of Economic Development.

"Snohomish County officials understand the value of tourism and support every effort to expand and grow this important industry," said Donna Ambrose, economic development manager. "The Strategic Tourism update will offer renewed guidance and direction that will enable a higher level of effectiveness to achieve tourism revenue and job growth in the upcoming years."

Work began last fall with research and community meetings to gauge the pulse of the industry and to identify potential opportunities and possible obstacles to tourism development. The plan, when completed, will include the evaluation and development of strategies to grow the Snohomish County tourism industry.

Representatives from the broader tourism community will be invited to participate in future planning and input meetings to assist in identifying collaborative efforts to grow tourism in Snohomish County.

The Economic Development Office issued a notice of Request for Qualifications to solicit for a firm with experience in developing comprehensive strategic tourism plans. Deadline for submissions was Tuesday, March 2, and submissions will be reviewed.

The most recent studies have shown tourism to be a \$911.6-million industry in Snohomish County; statewide, tourism supports some 147,600 jobs and visitors spend \$14.2 billion annually, and contribute nearly \$1 billion in local/state tax revenue. In the county, tourism generates 9,610 jobs, \$203.2 million in payroll, \$14.7 million in local taxes and \$51.6 million in state taxes. According to Gross Domestic Product (GDP) produced, tourism ranks 4th as an industry, following software, aerospace, and agriculture and food.

Tourism in Snohomish County: State of the Industry

Tourism is economic development. Snohomish County ranked third out of 39 counties in Washington State in terms of visitor spending.

The county's urban areas present world-class attractions and hotels. The rural areas provide for exceptional nature-based tourism opportunities and wildlife viewing. Tourism is an achievable means to economic strength and diversity for the whole county.

Snohomish County has opened a wealth of new attractions in the last two years with more on the way. The Tulalip Resort Casino celebrated the grand opening of its new 12-story,

370-room luxury resort and spa in August 2008. The Flying Heritage Collection, Paul Allen's rare collection of vintage military aircraft, opened in June 2008 at Paine Field, featuring guided tours conducted by military aviation experts.

In 2010, Historic Flight opens March 5 to showcase a collection of the most important aircraft produced during the "Golden Age of Aviation"— all restored and airworthy again – with an education center and orientation theater slated to open in 2011. The Tulalip Tribes will open the Hilbulb Cultural Center, a new 10,000-square-foot cultural facility and natural preserve featuring baskets, textiles and photos. The center is on a 52-acre site that will primarily be a natural history preserve and feature a salmon-bearing stream, estuary wetlands, forest and orchard areas.

Three new hotels have opened or will be opening first quarter 2010 including the Holiday Inn Express in Lynnwood, the Staybridge Suites in Mukilteo and a Hilton Garden Inn in Bothell.

Tourism in Snohomish County by the Numbers

- Visitor Expenditures \$991.6 million
- Taxes Paid by Visitors \$14.7 million
- Jobs Generated by Tourism 9,610

Source: Washington State Travel Impacts, 1991-2008 and Washington State Department of Commerce Tourism Office/Dean Runyan Associates

Tourism Matters: State Tourism Industry Weighs in on State Budget

On February 9, 2010 ten local hoteliers, attractions and city and county representatives joined some 200 tourism industry professionals and colleagues from across Washington to convene in the state capitol. They advocated for a \$14.2 billion industry that supports nearly 150,000 jobs, contributes nearly \$1 billion in local and state tax revenues and ranks fourth in Gross Domestic Product (GDP) produced in Washington.

Efforts have escalated this past week to stop proposed cuts to the state's 2009-2011 Washington State Tourism budget as lawmakers come closer to finalizing the budget.

The Senate proposed budget would slash the entire general fund tourism budget. In fact, according to Commerce sources, they are actually proposing to take more money than is in the current budget.

State budget documents show a \$7 million general fund savings in International Trade and Economic Development programs including \$3.2 million in tourism development. These cuts are found in section 126 of PSSB 6444.

The just-released House Supplemental operating budget shows a reduction of 20% (\$3.2 million) in the International Trade and Economic Development of the Department of Commerce. Though tourism is not specified, this is where tourism funding is located.

This means a potential budget cut of \$750,000 including three full-time employees out of the current year's budget that ends in June and then completely eliminating the tourism budget and six full-time employees in fiscal year 2011 beginning July 2010.

If these proposed cuts are approved Washington State would be the ONLY state in the nation without a tourism promotion budget. Currently the state ranks 41st in funding.

"We certainly understand the difficulty legislators have in balancing our state's budget," said Amy Spain, executive director of the Snohomish County Tourism Bureau. "Yet we must voice our support for preserving state funding to promote Washington State as a destination because tourism is a vital economic driver statewide. Thousands of people and businesses rely on tourism for their livelihoods."

Tourism matters, according to the preliminary 2009 Travel Impacts Report released (February 9, 2010) by the Washington State Department of Commerce and Washington State Tourism. The contingent of destination marketers, hoteliers, tour and transportation leaders and other business representatives met with legislators in Olympia to explain why tourism matters and discuss basic funding and infrastructure improvements that will keep Washington from falling behind in a competitive tourism marketplace. They wore namesake buttons from the public awareness campaign launched last year named Why Tourism Matters.

The industry's legislative agenda includes support for continued funding for the 2009-2011 Washington State Tourism budget; use of existing funds to continue studies on the proposed expansion of the Washington State Convention Center; opposition to House and Senate bills that would raid and dilute local lodging tax funds that have traditionally served as critical reinvestment in the state's tourism industry (Section 11 of HB 2650, Section 11 of HB 3179 and Section 5 of SB 6164); and, opposition to action on a newly-posted Senate bill that, if passed, would not only deplete basic tourism funding but seriously undermine the state tourism industry's competitive marketing position (SB 6118).

On February 9, John Cooper, president of the Washington State Destination Marketing Organizations, said, "We understand that our legislators face enormous pressure to dig our state out of this financial crisis. We're in Olympia to pledge our support. If a foundation of industry growth is maintained, tourism can produce quick economic benefit. Tourism can create and sustain jobs. The direct spending and tax base contributions of out-of-state visitors can be part of the solution."

The Why Tourism Matters public outreach and advocacy campaign, which launched last year in Olympia, conveys the importance of Washington's tourism industry by way of advertising, online content, public relations and cooperative industry communications.

Today's state initiatives coincide with national advocacy efforts, which include: support for the adoption of the Travel Promotion Act designed to keep the U.S. competitive in the global tourism marketplace; promotion of travel safety and security; and an industry-wide campaign to counteract the harmful political rhetoric and sensationalism that is influencing the unnecessary cancellation of corporate meetings and events across the U.S.

Visit the campaign website at www.whytourismmatters.com for more information.

A Snapshot: Tourism Matters

Here's why tourism is such an important factor in our state and local economies:

Tourism is a major industry in Washington State:

- According to Gross Domestic Product (GDP) produced, tourism ranks 4th as an industry, following software, aerospace and agriculture & food.

Washington's urban and rural areas work together to maximize tourism benefit:

- Big cities are gateways to rural attractions.
- Rural areas are more dependent on tourism (travel spending generates 15% of local sales tax and hotel/motel taxes in eight non-urban counties).

Tourism means business by:

- Supporting existing companies
- Stimulating new business development

Tourism supports jobs:

- 147,600 jobs and \$4.2 billion in earnings in Washington State
- In six Washington counties, travel-related jobs are more than 10% of total employment.

Tourists spend money:

- Total direct visitor spending was estimated to be \$14.2 billion in 2009.

Tourists pay taxes:

- \$1 billion in local/state tax revenue in 2009

Tourism pays for itself...and then some:

Hotel/motel taxes support:

- Convention center construction
- Arts and cultural institutions
- Transportation projects
- Community centers

This information is provided by a coalition of destination marketing organizations in Washington State.

Data Source: Source: Washington State Travel Impacts, 1991-2009p –

Washington State Department of Commerce Tourism Office/Dean Runyan Associates

Join the Blitz on Portland, Tuesday, April 13

Group Sales Manager Heather Carter is leading the charge as 11 hotel partners will travel with her to host a reception and mini-trade show for meeting planners and professionals in the Portland, Oregon area.

In addition to inviting known meeting planners, the Bureau will advertise the event at the upcoming Meeting Planners International/Cascadia Conference to reach new prospects.

As of press time, local hospitality partners include: Tulalip Resort, Embassy Suites, Holiday Inn Downtown Everett, Best Western Edmonds Harbor Inn, Courtyard by Marriott Lynnwood, Comfort Inn Bothell, Holiday Inn Express Everett, Hampton Inn Lynnwood, Staybridge Suites Seattle North-Everett, and La Quinta Everett.

Want to join the effort? Contact Heather at 425-348-5802 ext. 16 or heather@snohomish.org for more information.

Expanding Our Reach: SC Tourism Bureau Uses Social Networking to Make Business Connections

As more visitors, group tour organizers, and meeting planners use social networking and social media to make pleasure and business travel plans, the Snohomish County Tourism Bureau is using these tools to reach new and existing markets, make new connections, and keep our stakeholders and “friends” up-to-date on the latest developments and incentives in our county.

We created a strong brand presence on Facebook (come join us!) with three distinctive pages for our core audiences:

- [Snohomish County Tourism Bureau](#) – from agritourism to hotel openings to zany animals, we cover the delightful sights, sounds and experiences that make our county such a great place to visit. And don't just take our word for it – take a look at what others are saying with their “posts” on our page. You'll be delighted at the great ideas our “friends and fans” are sharing!
- [Snohomish County Sports Commission](#) – as “SportsCenter” is to ESPN, so is this page to sports marketing in Snohomish County. You'll be the first to know which national and regional softball, soccer, skating, rowing and other sports tournaments will be coming to our county so you can take advantage of sponsorship and other business opportunities. Sports Marketing Manager Tammy Dunn reports on all the hard-hitting, fast-breaking news including media reports of our successful efforts.
- [Snohomish County Weddings](#) – Group Sales Manager Heather Carter keeps wedding planners and suppliers as well as brides-to-be updated on numerous specials on bride/groom hotel stays, floral arrangements, reception locations, and other wedding and reception-related necessities; recent hotel openings; upcoming bridal shows; and mentions of media and news coverage about Snohomish County wedding, reception and related-suppliers.

Our new [mobile Web site](#) is drawing praise from iPhone, Android and other smart phone users. No more scrolling horizontally or searching for content. It's browsing made easy as the site is designed and content streamlined specifically for mobile phone users.

Check out Heather Carter's new blog, [Snohomish County Meetings and Events](#) for information, ideas and insights on the various meeting venues and numerous pro sports, community, cultural and other events.

As more videos become available, we'll post them to our [YouTube.com](https://www.youtube.com) channel.



Come "friend" us today so you can stay informed and take advantage of the many specials and deals to be found in Snohomish County!

Readers' Choice: Snohomish County Sports Commission

Congratulations to the Snohomish County Sports Commission for being honored with a *SportsEvents* Magazine Readers' Choice Award as one of the Places to Watch in the publication's January 2010 issue. Readers were asked to nominate the best of the best sports-friendly destinations and venues for recognition. The destinations, fields and facilities earned the industry's vote by providing exemplary service, hospitality and physical amenities that sports event planners today expect from a host city or venue.

SportsEvents' Annual Readers' Choice Awards seek to recognize event planners who have garnered attention in the industry for their ability to recognize and rise above the various challenges of running sports events, for their innovative and creative approaches to planning and executing sports events, for their ability to inspire others, for their dedication to their jobs, and for their passion for sports. Likewise, the special feature highlights convention and visitors bureaus, sports commissions, and fields and facilities across the country that have a proven history of providing both the physical attributes and commitment to hospitality and service that sports event planners demand.

Cheers for the Snohomish County Sports Commission!

News from our Visitor Information Centers

Volunteer Recognition

Our volunteer recognition luncheon this year will be held on April 20 at the Marysville Opera House with catering provided by the Marysville-based caterer, Moveable Feast.

The annual award ceremony will be held during National Volunteer Week and is one of the ways that we recognize the efforts of our amazing volunteers. During the program, volunteers will be presented with Volunteer of the Year awards as well as recognized for achieving milestones in hours and years of service.

The tourism bureau will soon begin their request for in-kind donations from regional tourism partners to be used for recognition awards. We welcome your participation as a donating business or organization! Contact Jennifer Bravo, Visitor Services Manager, at 425-348-5802, ext. 13 or jennifer@snohomish.org to find out how you can help honor these important volunteers.

Tours:

Our volunteers are keeping up with all the new happenings here in Snohomish County including the opening of new lodging facilities.

In February, our volunteer staff meeting was held at the newly opened Staybridge Suites in Mukilteo, where the Director of Sales Michael Sanford also provided our group of nearly 30 volunteers with a tour of the facility including several suites. Volunteers will now have firsthand knowledge of the selling features when speaking with visitors.

In March, we will be touring the newly opened Holiday Inn Express in Lynnwood on 196th Street SW. Our first familiarization tour of the year will be held in March and will feature Bothell and Mill Creek.

Do you have a venue or upcoming event you want our volunteer staff to know more about to better share with visitors? Contact Jennifer Bravo, Visitor Services Manager, at 425-348-5802, ext. 13 or jennifer@snohomish.org.

Branding a City: Lynnwood – Work Continues

Since the December 2009 issue of Tourism Today, work to develop a new brand for the City of Lynnwood is on course. The team from NorthStar Destination Strategies has been continuing their market research, gathering information and perceptions from the city's competitive markets, analyzing the data from the surveys they have completed, and reviewing vast amounts of information city staff provided to them.

An initial presentation was given to the Branding Steering Committee and the City Council on Monday, March 1, summarizing the research results and a draft brand platform.

The information will soon be available on www.BrandLynnwood.com.

Rail Station Gets Green Light

In January, the Enterprise Newspaper reported that riding the rails for a daily commute or excursions to Seattle or Everett are on track and moving forward. The green light has been given to Sound Transit for a commuter rail station to be constructed by the Edmonds City Council.

"With new shelters, a bus transit center, improved parking, lighting and pedestrian connections – Edmonds Station will be a better place for Snohomish County commuters and a great asset to the city as catalyst for development," Bruce Gray, spokesman for Sound Transit, told the Enterprise. "This project has been a long time coming, and we're excited to finally be breaking ground."

Ground breaking is slated for this summer with completion slated for 2011. (Continue reading [here](#).)





TRAVEL, TOURISM & HOSPITALITY

Three New Hotels

The pleasurable dilemma that business and leisure travelers have in deciding where to stay and play in Snohomish County has expanded with the addition of two new hotels and another soon to open.

In Mukilteo is the **Staybridge Suites Seattle North-Everett**, located three minutes from Paine Field's four aviation tour venues and other key businesses in nearby Everett. The five-floor, 134-room hotel was designed specifically to serve guests seeking accommodations for more than a few nights.

Three apartment-style suites – deluxe studio, one-bedroom and two-bedroom/two-bath – include in-room DVD/CD players; work stations with ergonomic seating; speaker phones with direct-dial number allowing incoming callers to bypass the hotel front desk; personal voice mail; and fully equipped kitchens.

Guests start their day with a deluxe complimentary hot breakfast buffet featuring Wolfgang Puck coffee. Golf enthusiasts can unwind on the five-hole putting green. Sit back in comfy oversized chairs and catch all the sporting action and other entertainment on the media room's 52-inch plasma HDTV with surround sound.

The **Holiday Inn Express Hotel & Suites** is the newest non-smoking hotel in Lynnwood, south Snohomish County's major business hub. It offers 80 guest rooms including 19 suites, plush accommodations, complimentary hot breakfast buffet, free morning newspaper, intimate meeting space, and mountain and river views, raising the level of what's defined as "standard."

The Holiday Inn Express is minutes away from the Lynnwood Convention Center; Alderwood lifestyle center with more than 175 shops and restaurants including Pottery Barn, REI, Ann Taylor, P.F. Changs, and McGrath's Fish House; and AMC-Loews Theaters playing first-run blockbusters and film releases.

Opening in April is the **Hilton Garden Inn Seattle/Bothell** in Bothell. The hotel will welcome guests with its Garden Sleep System® adjustable beds in all guestrooms and suites, breakfast and dinner service available at The Great American Grill® located on the first floor, and many amenities to make their stay comfortable and memorable.

The hotel is a short drive from the Lynnwood Convention Center, Comcast Arena at Everett Events Center and Bothell's Country Village with over 40 unique shops and restaurants clustered among landscaped gardens, ponds, paths and picnic areas. Within walking distance are several dining options including Bonefish Bar and Grill, Outback Steakhouse, Grazie Italian Restaurant and Crystal Creek Café.

Visit www.snohomish.org/placestostay for information on these and other accommodations throughout Snohomish County.

The Travelin' Road Show: Promoting SC Tourism in the First Quarter

With the economic recovery still limping along at best, the Snohomish County Tourism Bureau is hard at work identifying new business opportunities for our tourism community. Key bureau staffers attended several conferences and shows to position the county as a destination to a meeting planners, consumers, tour operators, and sporting event directors.

- In February, Executive Director Amy Spain traveled to three key travel industry trade shows and conventions to meet with consumers, and international tour operators and receptive operators. **Go West Summit**, the first on the itinerary, was held in Sacramento, California February 1 - 4. Go West Summit is the premier business-oriented travel tradeshow selling the American West. Organizers bring together the world's top tour operators with specialty suppliers who offer year-round products in a 13-state region of the Western United States. Amy conducted 31 appointments with tour operators from around the world including Switzerland, India, Russia, China, Japan, Mexico, Hong Kong, Brazil, United Kingdom, and the United States.
- Next on the itinerary was the **Los Angeles Times Travel and Adventure Trade Show**. Amy joined the Washington State Tourism Office and several Washington destination management organizations to exhibit at this very popular weekend consumer travel show held in the Los Angeles Convention Center. Distribution seemed a bit slower than previous years, however, the LA Times Adventure and Travel Show had not released attendance figures by press time.
- Rounding out the month, Amy continued her stay in Los Angeles to attend the **North American Journey's Summit**. The NAJ Summit provides suppliers and destinations an efficient way to network and offer our travel products to West Coast-based tour operators. Amy held 12 appointments with receptive tour operators serving an international clientele including China, Japan, Australia, Southeast Asia and Europe.

While operators were interested to learn about the newest tourism developments in Snohomish County, their response was somewhat guarded due to the economy and the trends of last-minute travel planning by consumers worldwide.

As Carroll Rheem, director of PhoCusWright, stated, "British travelers have had to cope with currency devaluation on top of the recession, and both have driven significant changes in travel patterns."

Fewer people are expected to travel this year but everyone loves a bargain and, rather than giving up our travels entirely, most of us are on the lookout for good

value and special deals. Amy will be sending leads from these appointments out to tourism partners in Snohomish County for further follow-up.

- Group Sales Manager and veteran wedding planner Heather Carter showcased the county's venues, locales and support services to brides-to-be at the **2010 Seattle Wedding Show** amidst more than 400 local, regional and national vendors, including event facilities, bakeries, bridal boutiques, caterers, disc jockeys, florists, jewelers, photographers, transportation providers and wedding consultants.

Over 9,000 people visited this year's show January 16 and 17 – an all-time high in attendance.

Along with our wedding marketing collateral and giveaways, Heather promoted our information-rich online resources, www.snohomishcountyweddings.com and our Snohomish County Weddings [Facebook page](#).

Several boutique wedding facilities in Snohomish shared booth space with us: French Creek Manor, Countryman's Bed & Breakfast, A Chapel at Swan's Trail, and Swan's Trail Farm.

- The Washington and Oregon chapters of Meeting Professionals International hosted their annual educational **Cascadia Conference** at the Tulalip Resort March 7-9. The conference brings meeting planners and suppliers from all over the state to network and take part in seminars, guest speakers, trade show and some fun. This year theme, "The Cascadia Olympics: The Educational Conference for Meetings Champions," brings an upbeat mood to the conference's focus – how to bring value to meetings and save money while doing it.

As one of the conference's sponsors, the Snohomish County Tourism Bureau was promoted through signage and prominent placement alongside the Tulalip Resort at the entrance of the trade show as well as on the conference's Web site.

Heather Carter chaired the pre-convention activity committee that planned various engaging activities around the county for attendees.

- Sports Marketing Manager Tammy Dunn heads to Seattle for **ConFam**, also known as the **TRN Conference Marketplace**, March 25 & 26. The tradeshow is for destination marketing organizations, hotels and travel agents to meet one-on-one with reunion planners for active and retired U.S. military personnel.

The Snohomish County Tourism Bureau will have a tradeshow booth, where Tammy will have the opportunity to talk with about 40 planners over two days.

- Tammy then travels to the **National Association of Sports Commission's Sports Events Symposium** in Columbus, Ohio, April 13 – 15. She will be meeting one-on-one with sports events planners. Past sports events planners have included representatives from USA Track & Field, USA Gymnastics, Reinke Sports, National Association of Intercollegiate Athletics (NAIA), National Collegiate Athletic Association (NCAA), and USA Volleyball.

In between meetings, Tammy will attend a number of educational sessions including "Social Media/Social Networking," "Solving the Local Sponsorship Challenge," and "Teaming for Success with Parks & Recreation."

The Washington Association of Sports Commissions, comprising of six other sports commissions in the state, will have a booth at symposium.

Snohomish County Participates with Cascade Loop Culinary/Agritourism Product Development

The Goal: connect agricultural businesses – small farmers, fruit stands, wineries, restaurants and manufacturers utilizing local ingredients – with tourists in a culinary experience that "tells the story" of the bountiful Cascade Loop. The program will encourage visitors to become connected to the land and support the economic stability of the "farm to table" system. Washington State Tourism, in partnership with Washington State Department of Agriculture (small farms program), and the Cascade Loop Association are working to position Washington State as a premiere Culinary/Agritourism destination.

The Action: the first two-day workshop to develop the product was held in early February at Greenbank Farm on Whidbey Island. Cascade Loop destination partners from the western side of the Loop were invited to attend, and they were there in force, including Everett Tourism & Visitor Services Manager MJ Anderson from the Snohomish County Tourism Bureau as well as many others from Snohomish County. 80 participants heard success stories of agritourism from Judy Walden, a nationally known rural tourism consultant. Helping to facilitate the workshop were Michelle Campbell of Washington State Tourism Office and Fred Berman, program coordinator for the Washington State Department of Agriculture's Small Farm & Direct Marketing program.

Then everyone pitched in to create story-driven itineraries for their regions (Skagit, Island and Snohomish counties). Each region "pitched" their stories to the workshop participants, and the stories were "reviewed" by Walden and local freelance travel writer Sue Frause. We all got high scores and great feedback on ways to continue to improve the stories.

The itineraries will be finessed by the state tourism office with the goal of offering them to the public through participants' websites and other avenues. Beyond the development of actual itineraries at the workshop, many new networks were formed: as participants met and mingled with like-minded folk, they found potential ways to work together to promote area businesses. The workshop was a win-win for business owners and visitors alike.

A second workshop for the eastern side of the Cascade Loop region is planned for early March, and then the state plans to continue developing the program in other regions throughout Washington. Keep an eye out for more on this exciting program in the near future!

Event Guide Info Deadline Looms: Wednesday, March 17!



It's time to turn in your event info for our upcoming Spring/Summer 2010 Calendar of Events Guide that spans the months of April through September. Best of all, it's FREE to get your event listed!

The calendar of events is distributed throughout the Snohomish County Tourism Bureau's visitor information centers, mailed to all potential visitors by request, and distributed at travel shows.

This important guide promotes arts, music, sporting events, fairs and festivals, shows, and much, much more to help visitors plan their trips and business travelers enjoy their time in our area. Your event information also appears at www.snohomish.org/events.

To ensure your event makes it into the printed guide, email your event info to Terry Musgrave at terry@snohomish.org by **Wednesday, March 17**. Be sure to include:

- Event name
- Event date(s) & time(s)
- Location
- Admission/ticket prices
- Phone number for more information
- A brief description of the event
- And any other important information attendees should know

The bureau prints and distributes 50,000 visitor guides each year. The majority of guides are sent to potential visitors and distributed at travel shows. We also distribute locally to hotels, libraries, chambers of commerce and government offices.

In **2009**, the bureau received over **15,300** requests for information from advertisements placed in travel publications, and served nearly **15,600** visitors at our four [visitor information centers](#) located in Lynnwood, Smokey Point, Snohomish, and Everett. Additionally, over **430,090** web visitors viewed the attractions, things to do, places to stay and events through our Website and online calendar of events with over **8,500** visitors downloading guides from snohomish.org in the last **eight** months.

Your information will also appear on our Web site at www.snohomish.org/thingstodo.

Can't make our print deadline because details aren't firmed up? Relax! You can submit your event information easily and quickly on our Web site. Go to www.snohomish.org/events and click the submission button.

2010 Snohomish County Visitor Guide Now Available



It's perfect for out-of-town guests and you to help plan the next great Snohomish County adventure! The just-released visitor guide is filled with important and easy-to-find information on where to stay, dine, shop, and explore in Snohomish County.

You can pick up this free guide at any one of our [visitor information centers](#) or download a copy at www.snohomish.org/informationandrequests.

Last Chance to Get Your FREE Games Collector Pins

Your collection of 2010 Winter Olympic Games sports pins isn't complete unless you have a "Road to the Games," a free commemorative lapel pin available at any Snohomish County Visitor Information Center.

The green and gold pin displays the Snohomish County Tourism Bureau's logo and the phrase, "Road to the Games, 2010."

"We wanted to tie into the enthusiasm of the Winter Games and the tradition of sporting fans collecting pins," stated Jennifer Bravo, visitor services manager of the Snohomish County Tourism Bureau. "Offering the lapel pins is a memorable welcome for visitors traveling to the Games and a way to encourage return visits to Snohomish County."



Make sure to get yours before they're gone. Visitor centers are located at the following locations:

- Heritage Park in Lynnwood: 19921 Poplar Way
- Comcast Arena in Everett: 2000 Hewitt
- Historic Downtown Snohomish: 1301 First Street
- Smokey Point in Arlington: 3710 168th Street NE, Ste. C101

Lapel pins are free, limited to one per person, and are available until gone. For more information call 425-348-5802.

"Experience MORE Washington" Promotion Continues

The Washington State Tourism Office is entering into its last two months of the online promotion called "Experience MORE Washington." Numerous romantic getaways, multi-day adventures and other travel packages highlighting the wonders of our great state have been given away.

The three travel prizes for March are a five-day, four-night Back-to-Nature Getaway in Southwest Washington in the Mount St. Helens/Columbia River Gorge territory; a pampered romantic getaway for two at Carson Ridge Luxury Cabins minutes from the Columbia River Gorge National Scenic Area; and a Camas Town and Country Golf Package complete with accommodations, dining and a round of golf.

But the best was saved for last! Snohomish County shines in April with its “Snohomish County Holidays” designed to encourage travel to the county during December 2010. The lucky winner of this package will enjoy shopping Seattle Premium Outlets, a performance at Village Theatre, and feel the spirit of the season at the “The Lights of Christmas” in Warm Beach.

We also spotlight the Future of Flight Aviation Center and Boeing Tour in the “Puget Sound Odyssey” package that includes three nights in Seattle, an overnight in the wilderness of Mt. Rainier National Park, and glass bead making at Tacoma’s Museum of Glass Hot Shop.

You can enter FREE everyday for chances to win. For more information and promotional rules, visit www.experiencewa.com.





AROUND SNOHOMISH COUNTY

Job Transitioning: An Opportunity to Volunteer

The Snohomish County Tourism Bureau is seeking volunteers to staff their visitor information centers (VICs) throughout the county. This is a great opportunity for customer service-oriented individuals who are in transition with their work, want to keep active, and are interested in adding volunteering to their resume.

Volunteers serve the bureau as Travel Counselors at our VICs in Arlington, Lynnwood and Snohomish, meeting and greeting travelers from near and far. Because VICs are open seven days a week, volunteers can work regular shifts, on weekends, or be a substitute.

Each VIC has a team of helpful and friendly folks who love to share their knowledge about this area we call home. Come join the fun as these volunteer jobs offer social opportunities, a chance to be in-the-know and help promote local businesses. We offer initial and ongoing training, monthly newsletters, social events and familiarization tours of the county. Volunteers must be at least 18 years of age or be accompanied by a parent or guardian.

Contact Jennifer Bravo today at 425-348-5802, ext. 13 or jennifer@snohomish.org for more information.

County's Newest Aviation Attraction Takes Flight

Historic Flight Restoration Hangar at Paine Field focuses on the most important aircraft produced between 1927 and 1957. Opening March 5, aviation enthusiasts can witness these fully restored planes take to the skies on scheduled "fly dates" and learn how engineers work to rebuild a number of other rare airplanes.

- B-25D Mitchell – the newest resident in Historic Flight's collection is this early 1940s bomber named "Grumpy" that returned to the United States in September 2009 after 22 years in Europe.

Built at North American Aviation's Kansas City plant, "Grumpy" was used to train pilots in United States Army Air Force's advanced flying school at the 402nd Army Air Force Base Unit at La Junta, Colorado. After being flown 1,551 hours with the USAAF, the bomber was overhauled at the Kelly Field Depot, Texas and went on to many more years of service in the Royal Air Force and western Canada's Northwest Air Command; saw forest fighting action in Alaska in the 1960s; and after more than a decade in storage in Anchorage, "Grumpy" was restored to flying condition and became a popular attraction in European air shows for several years.

In May 2008, Historic Flight Foundation purchased "Grumpy" and had it restored to airworthiness. Last fall, owner John T. Sessions and fellow pilots Lee Proudfoot and John Romain flew the plane to Paine Field from Britain by retracing the primary route used in World War II to deliver thousands of bombers to the European Theatre of Operations.

- Waco UPF-7 – discovered in fine condition though completely dismantled in a storage unit in Florida, the biplane was fully restored to flying condition. It remains one of the last of more than 80 models produced by Waco Aircraft Company during the barnstorming days between the two World Wars.
- P-51B Mustang – the fast, high-altitude North American fighter escorted bombers deep into enemy territory during World War II and also saw action in the Korean War. Nicknamed "Impatient Virgin," this exceptional fighter flew more than 700 hours for the 376th North American Fighter Squadron in England in 1944 and 1945. Most P-51Bs flew only about 25 hours before sustaining irreparable damage. After a fateful crash in a British beet field, this spunky Mustang lay scattered for more than a half-century before being found by archaeologists.
- Supermarine Spitfire – this agile fighter plane played a vital role in winning the Battle of Britain in 1940 as well as a host of other roles worldwide from 1936 to 1957. This plane, "SL633," served four Air Forces in its lifetime.
- Grumman F8F Bearcat – this interceptor fighter nicknamed "Wampus Cat" defended U.S. Navy fleets from Japanese Zeros and incoming kamikaze attacks. Designed to be operated from smaller escort aircraft carriers, the Bearcat could move from brake release at sea level to 10,000 feet in 96 seconds and was among the last piston-engine planes built specifically for World War II combat. "Wampus Cat" is one of ten Bearcats still flying today.
- Canadair T-33 Silverstar – first produced in 1943, the P-80 delivered a jet that offered the speed and agility needed to overtake the German Messerschmitt Me-262. The re-designated F-80 soon transformed into a training jet to prepare pilots for the rigors of jet-based fighting and flight. The F-80 became the T-33 Shooting Star, one of the most durable, versatile trainers ever used. This Silverstar is simply the Canadian version of the T-33. Over 7,000 T-33s have served more than 30 countries for training, research and development, advanced aerobatic demonstrations, and even combat. Canada retired the last of its Silverstars as late as 2005.

The planes are from the private collection of aviation enthusiast and pilot John T. Sessions.

Scheduled to open in 2011 is the Historic Flight Education Center. It will feature an orientation theater, an expansive light-filled view of the main hangar and its collection of restored aircraft, and a lounge and meal service for up to 75 guests.

10719 Bernie Webber Drive, Everett. For more information and tickets, call 206-587-4040.

Rowing Championships Find Smooth Waters at Lake Stevens

The Lake Stevens Rowing Club (LSRC) will host the 2010 USRowing Northwest Regional Masters Regional Championships on June 25-27.

"This is the first time in many years the USRowing Masters Regionals will be held outside of Vancouver, Wash.," said LSRC President and Local Organizing Committee Chair Jon Brady. "USRowing was looking for a more accessible venue for masters rowing clubs in the greater Seattle and Vancouver B.C. region."

Over the course of the three-day event, more than 1,100 athletes from 25 rowing clubs are expected to compete. The accompanying families, friends and rowing supporters are estimated to contribute over \$750,000 to economies of Lake Stevens and surrounding communities. Local support from city, chamber of commerce, county, hospitality and business member organizations were critical in the successful bid for the event.

Hosting the 2010 USRowing Northwest Masters Regional Championship is a crowning achievement for LSRC as they have hosted several major events including the annual Northwest Collegiate Rowing Conferences, Northwest Sculling Regatta and Spring 2K Regatta since 2002.

The Lake Stevens Rowing Club started as a nonprofit membership organization in 1997 and is recognized by USRowing, the national governing body for the sport of rowing in the United States. USRowing is a member of the United States Olympic Committee and Federation Internationale des Societes D'Aviron (FISA), the international rowing federation.

Geocaching: Have You Found It Yet?

Remember how much fun it was to go on a treasure hunt? The excitement of not knowing if you're on the right trail and the thrill of the find all make for a grand adventure.

Today's treasure hunt has gone high tech. Grab a GPS (the "geo"), look for hidden containers (the "cache"), and share your findings with the world online. It's a perfect endeavor for all ages.

With nearly 1 million geocaches worldwide, you know there must be at least one somewhere in Snohomish County. You're right!

It's located at N 47° 54.678 W 122° 05.939.

Stumped? Well, we'll give you a hint: our Snohomish Visitor Center! We've already been listed at www.geocaching.com where you'll find out more about this family-friendly activity.

New Parking Program for Everett's Boat Launch and Marine Park

Starting in May 2010, the Port of Everett will be implementing a seasonal daytime parking fee for 10th Street Boat Launch and Marine Park visitors.

The \$3 fee, which runs from May 1 to September 30 of each year, is being expanded to daytime facility users in an effort to help fund the ongoing maintenance and operation of the 10th Street Boat Launch and Marine Park facility. The facility is maintained by the Port of Everett, but jointly owned by the Port, City of Everett and Snohomish County.

"This is not a decision we came to lightly," said Carl Wollebek, chief of operations for the Port of Everett. "New parking fees are not popular by any means, but it is greatly needed to maintain this state-of-the-art community asset. The new parking program will allow us to maintain and upgrade the facility to best serve our community."

Currently, the Port invests approximately \$216,000 per year in boat launch and park maintenance, of which about \$115,000 is recouped via launch and parking fees.

Furthermore, the Port invested approximately \$600,000 in capital improvements to the boat launch, Marine Park and Jetty Island facility over the last several years. In early 2010, the Port expects to invest an additional \$600,000 to dredge the boat launch to enhance its functionality.

To assist with the change, the Port has installed new parking machines that will take credit cards. This modest fee will help offset some of the maintenance costs to providing this public amenity.

For additional information, please contact Lisa Lefeber, the Port's Communication Administrator at 425-388-0617 or lisam@portofeverett.com.

Quick Bits:

- The Everett Symphony cancelled the balance of their 2010 performance schedule due to decreased ticket sales and ongoing difficulties in securing corporate sponsorships and grants. The nonprofit organization is undertaking a six-month community-wide planning process to develop a model to sustain the symphony. During this process, a concert is being planned for October. Go to www.everettsymphony.com to learn how to help.
- The Edmonds Yacht Club moved into its new building with a state-of-the-art kitchen and scenic views of Puget Sound, the Olympic Mountains and Edmonds waterfront activity. Available to rent for weddings, meetings and other functions, the club is located on the waterfront side of the Anthony's Home Port restaurant building at 326 Admiral Way. 425-778-5499
- The 28,000 square-foot South County Senior Center in Edmonds changed its name to The Center on the Waterfront. Contact Mike Byers at 425-774-5555 for renting the facility for meetings or events. Located at 220 Railroad Avenue, the amazing water view is included!

- Popular FROST Doughnuts in Mill Creek Town Center was mentioned in the January edition of the 425 magazine. They have wacky gourmet doughnuts like maple bar with crispy bacon crumbles on top! 425-379-2600
- Kid-friendly coffee shop called The Village Bean opened in Bothell's Country Village. The store boasts a spacious sitting room and well-stocked play area where mothers can park the stroller, relax with a latte, and recharge the kids with a healthy snack and some play time. The Village Bean serves espresso drinks, tea, fresh baked goods and healthy breakfast and lunch items. 425-481-7900
- The City of Snohomish has just launched its Facebook page. "Social networking sites like Facebook allow for two-way interaction with residents by providing a platform to easily gather feedback, encourage participation, and give a sense of belonging to our followers," said Debbie Emge, Economic Development Manager. To become a fan of Snohomish, go to www.facebook.com, search for "City of Snohomish" and look for the City's logo.





GET OUT & ABOUT

Get Out & About: Aviation Mecca

With the opening of Historic Flight at Paine Field, Snohomish County is becoming the Mecca for aviation enthusiasts. Aviation buffs can see the assembly of the newest Boeing aircraft – the 787's Dreamliner in the largest building in the world, then hop over to the any one of three more historic aviation collections to complement their tour.

- **Future of Flight Aviation Center & Boeing Tour**

Interactive displays and hands-on exhibits demystify the marvel of commercial jet aviation. Try your hand at digitally designing and testing a jet. Complete your visit with a tour of the Boeing 747, 767, 777 and 787 commercial jet assembly plant, the only such tour of its kind in North America. Visitors walk through part of the largest building in the world by volume (472,000,000 cubic feet). On the Boeing flight line, visitors see airplanes in various stages of assembly, manufacture and flight test for airline customers around the world.

Hours: The Future of Flight & Boeing Tour opens daily at 8:30 a.m. and closes at 5:30 p.m. year-round, except Thanksgiving, Christmas and New Year's Day. Boeing Tours are offered on the hour beginning at 9:00 a.m. with the last tour time at 3:00 p.m. Additional tour times may be added during high season.

Tickets for Future of Flight & Boeing Tour: general admission \$15.50, seniors (65+)/active military (with ID) \$14.00, and children (15 & under, 4' or taller, no exceptions) \$8; call for additional ticketing information and group arrangements.

8415 Paine Field Blvd, Mukilteo. 1-800-464-1476 for reservations and information or info@futureofflight.org.

- **Historic Flight Restoration Hangar**

As Snohomish County's newest aviation-themed attraction, it focuses on the most important aircraft produced between 1927 and 1957. Aviation enthusiasts can witness these fully restored planes take to the skies on scheduled "fly dates" and learn how engineers work to rebuild a number of other rare airplanes.

A glimpse of the collection:

- **B-25D Mitchell** – this early 1940s bomber named "Grumpy" returned to the United States in September 2009 after 22 years in Europe.
- **Waco UPF-7** – fully restored biplane in flying condition.
- **P-51B Mustang** – the fast, high-altitude North American fighter escorted bombers deep into enemy territory during World War II.

SNOHOMISH COUNTY TOURISM BUREAU

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425.348.5802 • Fax 425.348.5701 • email visitor@snohomish.org • www.snohomish.org • Mobi: www.snohomish.mobi

- **Supermarine Spitfire** – this agile fighter plane helped win the 1940 Battle of Britain.
- **Grumman F8F Bearcat** – one of only ten World War II-era Bearcats still flying today.
- **Canadair T-33 Silverstar** – first produced in 1943 to overtake the German Messerschmitt Me-262.

10719 Bernie Webber Drive, Everett. 206-587-4040 or airborne@historicflight.org

- **Flying Heritage Collection**

Many of the authentically restored historic 1935 to 1945 combat aircraft from the U.S., Britain, Germany, Russia, and Japan are in flying condition and can be viewed in-flight on schedule fly dates. This rare private collection of “warbirds” by Microsoft co-founder and philanthropist Paul G. Allen is housed in a 51,000-square foot working hangar. Visitors of all ages can get up close to the planes and learn how the innovators and innovations of the past led to today’s modern aviation and aerospace technologies.

Hours: 10:00 a.m. - 5:00 p.m. seven days a week from Memorial Day to Labor Day; six days a week, Tuesday through Sunday, the rest of the year. Closed Thanksgiving and Christmas.

Tickets: adults \$12, seniors/military \$10, youths (6-15) \$8, children (5 & under) free, and groups (15 or more) \$10 per person

3407 109th Street SW, Everett. 1-877-342-3404 for tickets.

- **Museum of Flight Restoration Center**

In the 23,000-square foot hangar, approximately three dozen aircraft such as a 1933 Boeing 247D, the world’s first modern passenger airliner, and a de Havilland Comet, the world’s first passenger jet, are in various stages of authentic restoration. Staff and volunteers share with visitors the history of the planes and the progress and stages of each restoration project.

Hours: 9 a.m. – 5 p.m. Tuesday – Saturday, June – August; 9 a.m. – 5 p.m. Tuesday – Thursday & Saturday, September – May.

Tickets: adults (18 & up) \$5, youth (5-17) \$3 and children (4 & under) free

2909 100th St. SW, Everett. 206-764-5720





WHAT'S HAPPENING

Upcoming Events

The days are growing longer and that means you can shake off the winter doldrums and get out and about in our fine county. There's plenty to see and do as highlighted here. Be sure to visit www.snohomish.org/events for many more ideas!

Snohomish Wine Festival, Saturday, March 13

Get a commemorative glass, taste wines from 18 featured wineries from the Snohomish County area, and enjoy hors d'oeuvres and entertainment. Noon – 5 p.m. \$30 per person, benefits the Snohomish Chamber of Commerce.

Edmonds Center for the Arts: "Seattle Men's Chorus- Ole!, Ole!, Ole!" Saturday, March 13

Don't miss this HOT retrospective of the sounds and flavors of Latin America and Spain. Showtime 7:30p.m. \$25-30, \$15 youth.

Washington Stealth Professional Lacrosse April 17 & 24

The exciting, fast-paced action is perfect for the whole family at Comcast Arena at Everett Events Center.

Village Theatre: "The Gypsy King" April 30 – May 23

Leo and Frederick are a father-son acting duo whose unfortunate run-in with the royal guard causes quite the royal ruckus. Bearing a curious resemblance to the arrogant Prince Alfonse, Frederick finds himself in a dangerous position. A laugh riot!

Carrie Underwood, Saturday, May 29

Country sensation and singer appearing for one-night only at Comcast Arena at Everett Events Center.

For more things to do and events, visit www.snohomish.org/events.

