

Talbert, Tammy (CTED)

From: John Crumpacker [REDACTED]@gorge.net]
Sent: Tuesday, May 12, 2009 12:30 PM
To: Talbert, Tammy (CTED)
Subject: Whistling Ridge- Skamania County Agri-Tourism Comments
Follow Up Flag: Follow up
Flag Status: Purple
Attachments: Whistling Ridge Land Use Comments-Skamania County Agri-Tourism Assn.pdf; Whistling Ridge EIS Scoping Comments-Skamania County Agri-Tourism Assn.pdf

Dear Tammy,

Nice to meet you in Underwood and thanks for the help getting us organized and on your list of participating groups. I have attached our comments from both hearings and they have been posted to our website. You can find the site here: <http://scaassn.org/index.html>

I have not attached a pdf of our Appendices because the file is too big. I did submit one hard copy to you at the scoping hearing on May 6. The complete Appendix can be downloaded here: <http://scaassn.org/news.html>
The individual appendices can also be downloaded at the same location.

If you would be so kind to forward this information to the Council members, or otherwise distribute it, we would be very appreciative. If we are required to send you hard copies please let me know so we can comply before the May 18 deadline.

Thanks again,
John Crumpacker

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WHISTLING RIDGE WIND TURBINE DEVELOPMENT
LAND USE CONSISTENCY HEARING
May 7, 2009

Written Comments of the Board of Directors
Skamania County Agri-Tourism Association,
a Washington Non-Profit Corporation

INTRODUCTION

My name is John Crumpacker; I live in Underwood, Washington. I am a member of the Board of Directors of the Skamania County Agri-Tourism Association. The Skamania County Agri-Tourism Association is a Washington non-profit corporation dedicated to the promotion and improvement of sustainable agri-tourism in Skamania County. Our mission is to create and maintain favorable business conditions for association members. All members own and operate agricultural businesses in Underwood, Washington which is located in eastern Skamania County. Members of the Skamania County Agri-Tourism Association include:

| <u>Member</u> | <u>Business</u> |
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| Acadia Vineyards | 75 acre vineyard & orchard |
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| Underwood Gardens | 6 acre lavender farm |
| Wine Spring | 40 acre vineyard |

The Agri-Tourism Association is here today to provide the Council with our comments on the Land Use Consistency issues posed by the proposed Whistling Ridge project and the potential impact on our members. Today we will again confine our comments to the seven "A Towers." We will address two issues: (1) Why the proposed "A Towers" are inconsistent with the county land use policy; and (2) Why simply moving them prevents these violations.

THE SEVEN "A TOWERS" ARE INCONSISTENT WITH CURRENT ZONING AND EXISTING USES

In the land use portion of its application, SDS suggests that this project will diversify the use of its land and, in turn, the county's economy. Next they state that this "natural resource-based land use would better insulate the Applicant from economic cycles that have undermined similar timber operations...." What they don't mention is that the "A Towers" would sit on land that is specifically set aside for just the opposite purpose: to protect and insulate existing uses such as the agricultural operations of the members of the Skamania County Agri-Tourism Association. Operations which continue to diversify the county's tourism based economy, and barring the "A Towers," are not at risk of economic failure.

We will discuss applicant's claims in the order they are presented in Part 4.2 of the application which addresses whether the "A Towers" would comply with the controlling conditional use requirements.

The first requirement is that the seven "A Towers"

Be either compatible with other uses in the surrounding area or is no more incompatible than are other outright permitted uses in the applicable zoning district.

The applicant, and for that matter, the county, never took the time to study the socio-economic value of agri-tourism and why the A Towers are incompatible with such outright permitted uses. Our appendix of data establishes complete incompatibility and is based on research conducted by the U.S. government, the State of Washington, and the State of Oregon. This is not a wheat field surrounded by nothing. The A Towers would loom over one of the country's premier winemaking regions and the most valuable agri-tourism land in Skamania County.

To claim that these towers are "no more incompatible with the surrounding area than other uses permitted in the County's zoning code," is uninformed. To say that this "project would in no way impair the use of any of the surrounding lands" conveniently ignores the years of work and the capital invested by members of the Agri-Tourism Association, not to mention the high regulatory hurdles we have so painstakingly cleared. The fact is that nowhere in this state have 420 foot turbines been approved as permanent fixtures on a ridge with such profound compatibility concerns.

The next requirement is that the project

Not materially endanger the health, safety, and welfare of the surrounding community to an extent greater than that associated with other permitted uses in the applicable zoning district.

The seven "A Towers" are the single greatest threat to the economic welfare of the Agri-Tourism community in Underwood. Our comments yesterday address this issue and no more needs to be said today.

Next, the project may

Not hinder or discourage the development of permitted uses on neighboring properties in the applicable zoning district as a result of the location, size or height of the buildings, structures, walls, or required fences or screening vegetation to a greater extent than other permitted uses in the applicable zoning district;

The application states that the "turbines in the corridor proposed in the For/Ag-20 zones would be approximately 426 feet tall" and that "the proposed turbines would be taller than other structures permitted outright in the For/Ag-20 zone." The application claims that their height and visibility would not hinder or discourage the development of any of the uses identified in Table 4.2-2. Just the opposite is true. Commercial agriculture, a permitted use in Table 4.2-2 is the very basis of agri-tourism, which as proven in Hood River, can drive the economy of an entire county. And as established in the data we submitted yesterday, the seven "A Towers" are incompatible with agri-tourism and have therefore caused a number of wineries to table development plans.

This council deserves better than applicant's bare claim that "the project would in no way hinder the use or development of surrounding properties."

MOVING THE "A TOWERS" ELIMINATES THE VIOLATION OF THE COUNTY'S ZONING POLICY

The last of the conditional use requirements for the "A Towers" leads us to the policies behind our county's land use law. It requires that this project:

Not be in conflict with the goals and policies expressed in the current version of the County's comprehensive plan.

The policies behind the For/Ag-20 zone more clearly explains why the "A Towers" don't belong. The county policy for the Resource Production Zone is:

To provide land for present and future commercial farm and forest operations in areas that have been and are currently suitable for such operations, and to prevent conflicts between forestry and farm practices and nonresource production uses by not allowing inappropriate development of land within this zone classification" (SCC 21.56.010[A]).

(Emphasis added.) This is a clear statement that the conflict the "A Towers" create should not be allowed.

This same conclusion must be reached by applying the County's own vision statement for our community which states that:

Skamania County is strongly committed to protecting our rural character and natural resource based industries while allowing for planned future development that is balanced with the protection of critical resources and ecologically sensitive areas, while preserving the community's high quality of life.

(Emphasis added.)

CONCLUDING REMARKS

As the Council may have gathered, the "A Towers" are very different than the rest of this project. And they deserve to be treated differently.

These comments, and the supporting data, will be submitted to Council and posted on the "News" page of the Skamania County Agri-Tourism Association web site which is located at www.scaassn.org Thank you.

WHISTLING RIDGE WIND TURBINE DEVELOPMENT

EIS Scoping Hearings

May 6 & 7, 2009

**Written Comments of the Board of Directors
Skamania County Agri-Tourism Association,
a Washington Non-Profit Corporation**

INTRODUCTION

My name is John Crumpacker; I live in Underwood, Washington. I am a member of the Board of Directors of the Skamania County Agri-Tourism Association. The Skamania County Agri-Tourism Association is a Washington non-profit corporation dedicated to the promotion and improvement of sustainable agri-tourism in Skamania County. Our mission is to create and maintain favorable business conditions for association members. All members own and operate agricultural businesses in Underwood, Washington which is located in eastern Skamania County. Our unincorporated community sits directly across the Columbia from Hood River, Oregon. Members of the Skamania County Agri-Tourism Association include:

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As a group, these farms, vineyards and wineries currently give thousands of people each year a reason to visit our community and share in the awe inspiring beauty and bucolic charm. Some bring the entire family and 50 of their closest friends to say "I do"; some come to taste wine and touch grapes on the vine; some come to buy an organic free-range pig for a celebration; and others simply come because the views of the river, the Gorge, and the Hood River Valley

are unsurpassed. But more importantly for the purposes of this hearing, each of these people brings with them a domino effect of economic activity that benefits our entire region.

The Agri-Tourism Association is here today to provide the Council with our comments on the proposed Whistling Ridge project and the potential impact on our members and on agri-tourism in Underwood as a whole. We respectfully request that the negative impacts on agri-tourism in Underwood be addressed in the forthcoming EIS. Our comments focus on providing the Council with a clear understanding of the following five facts:

1. That tourism is the life blood of Skamania County and all communities throughout the Columbia River Gorge;
2. That Agri-Tourism is the present day driver of tourism in the famous Hood River Valley and that Underwood is well on its way to duplicating that economic success in Eastern Skamania County;
3. That Underwood's historic transformation from pear orchards to Agri-Tourism and to one of the premier wine producing regions in the world has enormous present-day socio-economic value;
4. That the very real present-day economic value of Underwood Agri-Tourism, as well as its future potential, would be severely impacted by the seven "A Towers" as currently sited; and finally
5. That this Council has the authority and responsibility to put the reins on this project by requiring the responsible re-siting of the seven "A Towers"; towers that will otherwise dominate the skyline and become Underwood's new "calling card."

In order to give responsible mitigation of the "A Towers" a clear voice in these proceedings, and thereby safeguard the tremendous socio-economic value of Underwood, the Skamania County Agri-Tourism Association will petition this Council pursuant to WAC 463-30-091 for permission to intervene in these proceedings. However, the association has already taken a vote and the result is unanimous: if the Council, or the applicant of its own accord, makes a responsible

mitigation decision and re-sites the seven "A Towers" to eliminate the negative impacts, the Association intends to withdraw as a party and support the project.

As we detail in our written comments, failure to re-site the seven "A Towers" would improperly force the blossoming Underwood Agri-Tourism industry to bear a disproportionate share of the negative environmental and socioeconomic impacts of this project in violation of WAC 463-60-085. Such a result is prohibited by WAC 463-47-110 which states that "[t]he overriding policy of the council is to avoid or mitigate adverse environmental impacts which may result from the council's decisions."

TOURISM IS THE LIFE BLOOD OF THE GORGE

Facts

Skamania County is more dependent on tourism than any county in the State of Washington. (See Appendix 1). In 2007:

- 47% of all retail and lodging tax collections in the county came from visitors.
 - The highest percentage in the state.
- Almost 11% of all spending in Skamania County was travel related. Over 58 million dollars.
 - The highest percentage in the state.

Where do these figures come from? In December of 2008, the State of Washington, through the Department of Community Trade and Economic Development, which also employs the staff of this Council, released these findings in a report on the importance of Travel Impacts to the economy of this state.

The state concluded that the travel industry:

- Generates tax benefits for Washington residents.
- Generates job opportunities for Washington residents.
- And benefits all regions of the state.

This study found in particular that rural counties, including Skamania County, have a greater number of travel-generated jobs in relation to total employment. And that we are more dependent on the travel industry. They determined that over 10% of Skamania County's jobs are generated by tourism. Maybe this is no great surprise since we live in one of the most beautiful places on earth.

The State of Washington also released a report in 2002 titled "Travel Industry Employment." (See Appendix 1). It was released by the Washington Department of Business & Tourism Development. They reached the same conclusions and found specifically that "[t]his is because some rural areas are recreation destinations and/or have little employment in manufacturing or other industries...." Once again topping the list are counties in the Columbia River Gorge.

Two key conclusions of this study:

- The travel industry develops and thrives "to the extent [it] has comparative advantages in the Northwest relative to other locations in the U.S.
- "[H]igh-quality, natural, and outdoor recreation resources" are an example of such an advantage.

Why does this all matter in this hearing? Because any development proposal that has the potential to cut off the life blood of our economy needs to be closely monitored, carefully studied, and mitigated in a manner that eliminates damaging impacts.

AGRI-TOURISM DRIVES HOOD RIVER AND EASTERN SKAMANIA COUNTY

Facts

Hood River is a tourist mecca just like Skamania County. The Hood River Valley is famous worldwide for the breathtaking beauty of its farms, orchards and vineyards. In fact, Hood River is a case study in the economic power and sustainability of agri-tourism. You need look no further than the front page of the Hood River County Chamber of Commerce website. (See Appendix 2). The image of Hood River IS agri-tourism. It is plastered everywhere: pictures, events, festivals and links to other sites dedicated to agri-tourism in its many forms.

The other marketing push in Hood River? Recreation and scenery, of course. Just as the State of Washington has concluded in its studies, "high-quality, natural, and outdoor recreation

resources” are our primary asset and must be leveraged. They must also be carefully guarded to assure our economic health and well being.

Why is Hood River important at this hearing? Because Underwood, which is in Eastern Skamania County, and which is the site of this proposal, sits directly across the Columbia from Hood River and is inextricably tied to Hood River: topographically, economically, and evolutionarily. Although our county seat is 30 miles away in Stevenson, we have a uniquely different set of issues and opportunities. Issues and opportunities that county government has failed to understand. This is evident in light of the county’s decision to publically endorse this project without consideration of the impacts to Underwood agri-tourism. Agri-tourism that holds the key to Underwood’s economic future... if it is responsibly cared for.

UNDERWOOD AGRI-TOURISM IS GROWING QUICKLY

Facts

The primary driver of agri-tourism in Underwood is its far reaching reputation as one of the premier wine producing regions in the world. (See Appendix 3). Amazing as it may sound, the new Columbia Gorge Wine Appellation was recently recognized as one the best emerging regions in the world along with Paso Robles, California and the Maule Valley in Chile. The same accolades were earned in Seattle Magazine.

In fact the Washington wine industry is now ranked as the second largest premium wine producer in the U.S. Washington Winery of the Year in 2009 was Maryhill Winery, located here in the Gorge. Winery of the Year in 2007 was Cathedral Ridge Winery in Hood River, also located directly across the river from Underwood, and often touting Underwood wines. (See Appendix 3).

Even more to the point, Celilo Vineyards in Underwood, is consistently ranked as one of the Top 10 vineyards in Washington, which as mentioned, is ranked second nationally in the production of premium wines. The entire south slope of Underwood Mountain is considered the cream of the crop. If any question remains regarding the value of the wine industry in Underwood, we need look no further than the seal of approval of SDS Lumber who recently informed the community that it has purchased potential vineyard land in Underwood.

SOCIO-ECONOMIC VALUE OF UNDERWOOD AGRI-TOURISM

Facts

Agri-Tourism is a reality in Underwood as we sit here today. There are over 30 large scale agricultural operations within the community. Some of these enterprises were started generations ago, and others have broken ground within the last year. In many ways, the Skamania County Agri-Tourism Association owes its new found status to the proposal before you. We have formally come together for the first time out of necessity. A necessity borne from the threat that this project poses to our very existence.

Although our members have each made extraordinary commitments of time and capital to the common vision of making Underwood the premier agri-tourism destination in the Gorge, until recently, we were working in parallel, rather than in concert. The threat that this project poses to that vision, however, immediately galvanized farm, winery, and vineyard owners across the community. We now stand here with a consensus of opinion, not just on this project, but on future lobbying goals, marketing strategies, and product offerings.

The Association has two primary marketing strategies:

- Promote the “Underwood Agri-Tourism Loop” in a manner similar to the Hood River Fruit Loop.
 - The Hood River Fruit Loop is considered a national model for successful agri-tourism
 - See Appendix 2 (Fruit Loop) and Appendix 4 (Underwood Agri-Tourism Loop)
- Establish the Underwood Vineyard Trek as a “can’t be missed” one-of-a-kind opportunity to hike through 12 of the country’s premier vineyards while sampling world class wines and views.
 - Nowhere else in the U.S. have 12 contiguous vineyards collectively developed a private trek situated in the heart of a National Scenic Area.
 - See Appendix 4 (Underwood Vineyard Trek)

Underwood Agri-Tourism is not just about wine. Other members offer produce, free-range organic livestock, lavender viewing, and organic herbs. One of the original visionaries in Underwood is Hank Patton, who founded World Steward which is located in the Upper Underwood Agri-Tourism Loop, and is committed to environmental stewardship, sustainable farming, research and education. (See Appendix 4).

In addition, three wineries are already in operation in Underwood. One of those wineries is now considered by many to be the premier commercial events site in the Columbia Gorge. A number of other vineyards located in the Upper Loop have future winery plans which have been put on hold as a result of the potential negative impacts of this proposal.

As set forth in Appendix 4 to our comments, the economic and socioeconomic value of the existing Underwood Agri-Tourism industry is significant and quantifiable. It is diverse and sustainable and benefits citizens and governments throughout the region. The tremendous future potential is also quantifiable and dwarfs the tax benefits of the seven A Towers as projected by SDS Lumber. (See Appendix 1, 2, 3 & 4-Economics of Wine in Underwood).

AGRI-TOURISM & 40 STORY TURBINES DON'T MIX

Facts

SDS once told the Underwood community that wind turbines are "beautiful." We are all welcome to our personal opinions, but in these proceedings facts should rule. And the fact is that tourists, and especially tourists in the Gorge, don't want to see industrial development. This fact is set forth clearly in studies conducted by the U.S. Government, and the State of Oregon which are attached to our comments as Appendix 5 and Appendix 6. These facts are undisputed and need no further discussion.

MOVING THE "A TOWERS" MITIGATES TOURISM IMPACTS

Facts

The seven "A Towers" sit alone on a clear-cut ridge at the very most southern portion of the proposed project. If installed they would dominate views, day and night, from far more locations than are depicted in the application submitted to Council. To remove any uncertainty about the visual impacts of the seven A Towers, the Agri-Tourism Association hired a pilot to fly a photographer along the ridge where these towers are proposed. In Appendix 7 to our comments, you will find the results. Take note of the photograph that was taken directly over the ridge at an elevation of 300 feet above the ridge. This photograph tells the story of who will see the seven A Towers. Also note that the photograph was taken 120 feet below the top of the proposed towers.

Then take note of the next photograph that shows the locations of existing businesses along the Underwood Agri-Tourism Loop. The impacts are clear. The solution is also clear. The re-siting of the seven A Towers eliminates all visual impacts to the Underwood Agri-Tourism industry, as well as the visual impacts to a vast area throughout the Gorge.

When you consider our fate, please keep in mind the following statement of SDS Lumber Company which was made in reference to its decision to expand this project to 80+ turbines by leasing adjacent DNR land:

“[Expansion] also gives us more flexibility. If we have more flexibility, we can use that to optimize the site and minimize impacts.”

Hood River News on February 25, 2009 (emphasis added). We are glad that SDS is realizing that the impacts of this project must be mitigated. But, the seven A Towers should be mitigated whether or not this project is expanded. And that mitigation decision should be based on a balancing of the negative impacts of the A Towers alone.

CONCLUDING REMARKS

We are very thankful that the Council brings to this process a broad perspective of the benefits and impacts of wind development. A perspective that is understandably missing from a county government in financial crisis.

We are also confident that this council will use its broad mitigation powers, its depth of experience and basic common sense to draw a line in the sand. A line that will make it clear to people throughout the country that in the Northwest, turbines don't have a right to dominate every ridgeline just because the wind blows.

We feel fortunate. Fortunate that each of you is here in the Gorge, and fortunate that during your site visit, you'll have the chance to experience the extraordinary beauty of our agricultural community and understand why it is a priceless resource in and of itself...not just to those of us who live Underwood, but to people throughout the Gorge who benefit economically from its snowballing reputation as one of the premier wine producing destinations in the United States.

We ask you to take a moment. A moment to make sure you visit the southern most portion of the site where you will decide whether the A Towers should abut the boundary of a National Scenic Area. Take in the sweeping view of the vineyards below, of the Columbia River Gorge, and of the vast panoramas of the Hood River Valley in the background.

And then, take a moment to transport yourselves from the prominent ridgeline where you stand, to any one of the places you see before you. Now from that spot imagine looking back to the Underwood skyline. What will catch your eye first? Would it be the 40 story "A Towers" spinning as they reach skyward from a clear-cut ridge?

That image will be Underwood's new calling card. **Will** turbines beckon the millions of tourists who come to the Gorge every year for the "Beautiful National Parks" and "Protected Environmental Areas"? **Will** tourists be inspired to drive the Agri-Tourism Loop to upper Underwood and walk from vineyard to vineyard, and winery to winery, directly below a complex of 40 story towers?

It is this Council's responsibility to make sure we never know the answers to those questions. With the stroke of a pen, the A Towers should simply be moved elsewhere in the matrix of this project.

These comments, and the supporting data, will be posted on the "News" page of the Skamania County Agri-Tourism Association web site which is located at www.scaassn.org Thank you for this opportunity to comment and welcome to the Gorge.

Talbert, Tammy (CTED)

From: John Crumpacker [REDACTED]@gorge.net]
Sent: Monday, May 18, 2009 6:48 PM
To: Talbert, Tammy (CTED)
Cc: 'Michael Lang'; 'Kelley Beamer'; 'Peter Cornelison'; 'SOSA'; 'Rick Aramburu'; 'Mary Repar'; 'Keith Brown'; 'Paul Smith'; 'Isa Anne Taylor'; 'Sally Newell'
Subject: Supplemental Comments - Skamania County Agri-Tourism
Follow Up Flag: Follow up
Flag Status: Purple
Attachments: Whistling Ridge Land Use - Supplemental Comments & Appendix of Skamania County Agri-Tourism Assn.pdf

Dear Tammy,

Attached are our supplemental comments & supplemental appendix. Please let me know if you can distribute or if I need to circulate copies.

Regards,
John Crumpacker

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WHISTLING RIDGE WIND TURBINE DEVELOPMENT
LAND USE CONSISTENCY HEARING
May 7, 2009

SUPPLEMENTAL
Written Comments of the Board of Directors
Skamania County Agri-Tourism Association,
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INTRODUCTION

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The Agri-Tourism Association hereby provides the Council with the following SUPPLEMENTAL COMMENTS on the Land Use Consistency issues posed by the proposed Whistling Ridge turbine project. These comments are a response to the land use comments offered on May 7, 2009 by the Skamania County Economic Development Council ("EDC"). EDC's comments followed the initial comments of the Agri-Tourism Association on the same date. As stated by the Agri-Tourism Association on the record at that time, the Association only opposes the seven "A

Towers” and these supplemental comments are intended to give the Council additional factual resources that may be useful in its siting determination regarding those towers.

EDC’S COMMENTS

In its comments, the EDC seems to suggest to this Council that:

1. The Whistling Ridge Turbines could be converted into a tourist attraction and that this would eliminate all negative impacts to agri-tourism and create a “win win” situation; and
2. That Walla Walla, Washington should be used as a case study supporting the positive impacts of wind turbines on tourism, and particularly on wineries.

Apparently, EDC makes these arguments in support of the seven “A Towers” as its comments exclusively addressed the position of the Agri-Tourism Association as articulated at the May 6, 2009 EIS Scoping Hearing.

The support offered by EDC for these points consisted of the following two erroneous conclusions:

1. Because 18,000 people visited Puget Sound Energy’s Wild Horse Wind Project Visitor Center last year, tourists will flock to the Whistling Ridge turbines; and
2. Because Walla Walla has not documented a decline in tourism due to the Stateline Wind Project, there will be no negative impacts on agri-tourism in Skamania County as a result of the Whistling Ridge Turbines.

According to the EDC, it gathered factual data for these two conclusions through an EDC staff member visiting the Wild Horse Visitor Center, and by making a phone call to Walla Walla.

SKAMANIA COUNTY AGRITOURISM ASSOCIATION RESPONSE

EDC’s two claims are addressed in the order set forth above. Attached to these comments the Council will find a **SUPPLEMENTAL APPENDIX** containing detailed information that refutes the EDC claims and establishes that the “A Towers” as proposed are *inconsistent* with current land use regulations.

Tourists Won't Flock to the Whistling Ridge Turbines

EDC fails to understand the distinct differences between the Wild Horse site and the Columbia Gorge National Scenic Area ("NSA"). And more importantly, the significant negative impacts of the "A Towers" on the valuable agri-tourism community in Underwood. Tourists do not come to the Gorge to see turbines. Just the opposite.

As noted in the Wild Horse application:

3.11.3.4 Aesthetic and Scenic Resources

There are **no recreational wilderness areas in close proximity to the Project area**. Surrounding wildlife and recreation areas have been indicated on the Zone of Visual Influence Map included in Exhibit 18-C. This ZVI analysis indicates that the Project **will not be visible** from the Wanapum Recreation Area nor the recreational trails in the Ginkgo Petrified Forest State Park.

The Wild Horse application also recognizes that the project is remote and not near conservation lands or prime soils:

3.10.1.1 Land Use

The Project will be located in central Washington's Kittitas Valley, on high open ridge tops between the towns of Kittitas and Vantage. The general study area is characterized by a hilly rural landscape of dry, rocky grasslands with some areas covered with a mixture of sagebrush, bitterbrush, and bunch grasses. **The overall population density in the area is very low**. There are no dwellings at the Project site. A seasonal use dwelling is located approximately one and a half miles north of the Project and an established residence (Campbell) is located approximately one and a half miles south of the Project.

Land use in the **entire study area consists of open space and livestock grazing** and publicly-owned land (WDNR and WDFW.) Forest cover exists to the north of the Project, but there are no commercial forestry operations taking place in the immediate vicinity of the Project. There are **no Conservation Resource Program (CRP) lands or prime soils** in the study area. Seasonal hunting is allowed on some parcels with landowner permission.

(Emphasis added.)

The Wild Horse visitor center might be a tourist draw in a remote grazing area, but it is unrelated to the proposed site of the “A Towers” in the Whistling Ridge project. The “A Towers” would abut the boundary of the NSA and loom over the Underwood Agri-Tourism Loop and its scenic tourist attractions. These towers will not only be visible from the businesses of the Association members, they will dominate the skyline from much of the famous, and heavily populated, Hood River Valley. Thus, the two sites cannot be used to make unfair comparisons and claim a “win win” scenario.

The EDC’s claim that the “A Towers” will create a tourist attraction also ignores the fact that tourists have made it clear that they come to the Gorge for its wilderness qualities, natural landscapes, scenic beauty, wineries, agri-tourism and the like, not for industrial development. (See Appendix to Skamania County Agri-Tourism Assn., EIS Scoping Comments). The EDS conclusion is contradicted by studies commissioned by both the Oregon & Washington Departments of Tourism and Economic Development. (See id.)

An even more obvious failure in EDS’s claim that the “A Towers” will be a tourist attraction is that unlike Wild Horse, Whistling Ridge has no visitor center. The Wild Horse visitor center was constructed at great cost, in an accessible but remote area, and in connection with a remote turbine site, with little other tourist draw. (A copy of the Wild Horse visitor center brochure is attached.) The Columbia Gorge NSA, on the other hand, is an international destination and the Underwood Wine Making District is rapidly becoming a destination in its own right. (See Appendix to Skamania County Agri-Tourism Assn., EIS Scoping Comments). The entire Gorge is a visitor center that has been built around its *lack of development*.

Walla Walla: A Case Study on Why Turbines are NOT Consistent With Tourism

Based on a phone call to Walla Walla, EDC intimates that tourism, and winery agri-tourism in particular, has been benefitted by the Stateline Wind Farm. Again, EDC has failed to do its homework, and has therefore made unsupportable suggestions to this Council. The fact is that turbines are nowhere to be found in the brand identity and marketing messages of all sixty

wineries in the Walla Walla area. Instead of “boasting the towers” as EDC suggested in its comments, not a single winery makes wind turbines part of its marketing message. (Go here and click on any winery: <http://wallawallawine.com/map> ; see also <http://www.wallawallawineries.com> and <http://www.winesnw.com/walla.html>).

Even more telling is that the Stateline turbines are also missing from the marketing messages of the City of Walla Walla, the County of Walla Walla, and from the Walla Walla Chamber of Commerce. (See attached Supplemental Appendix). Not surprisingly, turbines are also entirely absent from the Washington State tourist marketing strategy. (See attached Supplemental Appendix). Is it possible that turbines send the wrong message to tourists?

The facts are clear: Walla Walla’s number one marketing strategy and message is *agri-tourism*, not turbines. Attached you will find excerpts from Walla Walla’s current marketing strategy and media plan, all of which are almost exclusively focused on wine based agri-tourism. Also attached are studies conducted for “Tourism Walla Walla” which again find that tourists come for agri-tourism, not turbines.

Finally, EDC misses another critical point when it compares Walla Walla and Underwood. As shown on the attached Location Map, Stateline Wind Farm is located 24 miles (as the crow flies) from Walla Walla. Underwood’s prime agri-tourism is located one half mile, and directly under, the “A Towers.” It is not surprising that Walla Walla would be less negatively impacted by turbines that are a 30 minute drive away. That is hardly the case presented to this Council by the “A Towers.”

CONCLUDING REMARKS

These comments, and the supporting data, are posted on the “News” page of the Skamania County Agri-Tourism Association web site which is located at www.scaassn.org . Thank you for this opportunity to supplement our land use consistency comments.

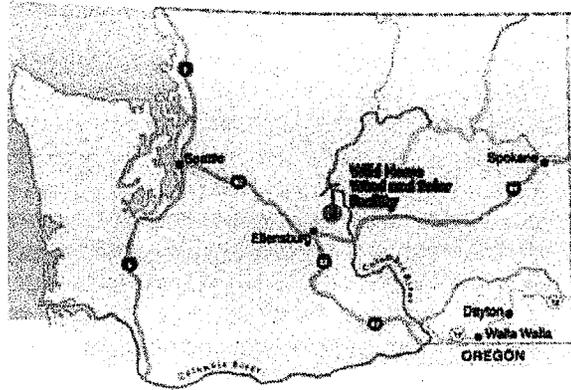
SUPPLEMENTAL
APPENDIX

LAND USE
CONSISTENCY
COMMENTS

SKAMANIA COUNTY
AGRI-TOURISM
ASSOCIATION

WILD HORSE
VISITOR CENTER
BROCHURE

Puget Sound Energy is Washington state's oldest and largest energy utility, with a 6,000-square-mile service area stretching across 11 counties. PSE serves more than 1 million electric customers and 735,000 natural gas customers primarily in the growing Puget Sound region of Western Washington. PSE meets the energy needs of its growing customer base through incremental, cost-effective energy conservation, low-cost procurement of sustainable energy resources, and far-sighted investment in the energy-delivery infrastructure. PSE employees are dedicated to providing great customer service and to delivering energy that is safe, reliable, reasonably priced, and environmentally responsible.



Directions to Wild Horse

From Seattle:

- 1. Travel eastbound on I-90 to Ellensburg exit 106.
2. Follow exit around and across overpass to four-way stop.
3. Continue on University Way through town until it becomes Vantage Highway.
4. Follow Vantage Highway 16.5 miles.

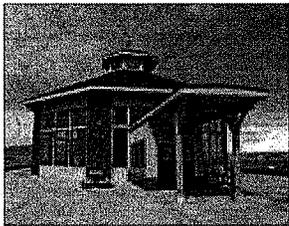
From Spokane:

- 1. Travel westbound on I-90 to Vantage exit 136.
2. Take a left onto Vantage Highway.
3. Follow Vantage Highway for 10.5 miles.

From Yakima:

- 1. From northbound I-82, merge onto eastbound I-90.
2. From exit 115, turn left to city of Kittitas.
3. Drive through Kittitas, turn right at "T", Partrick Avenue.
4. Turn left at 81 Road, then turn right at Vantage Highway.

For all routes, enter through the Wild Horse main gate and continue three miles to the Renewable Energy Center.



Renewable Energy Center at the Wild Horse Wind and Solar Facility

Wild Horse Wind and Solar Facility
25901 Vantage Highway
Ellensburg, WA 98926

office: 509.964.7815
fax: 509.964.7808

email: wildhorse@pse.com

Puget Sound Energy
P.O. Box 90868
Bellevue, WA 98009-0868
1.888.225.5773

PSE.com



PSE.com

Renewable Energy

wind power solar power



The wind and sun of Kittitas County are a tremendous natural resource for producing clean, renewable energy. Puget Sound Energy's Renewable Energy Center offers a first-hand look at these remarkable technologies.

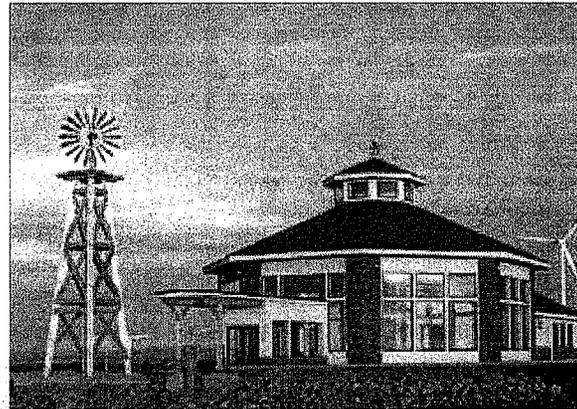
Located east of Ellensburg, the center allows visitors to see how the energy of the wind and sun are turned into electricity.

Displays developed in partnership with Central Washington University lead visitors on a trail of discovery that highlights wind and solar technology – as well as the area's unique natural history.

Set on a ridge above the Kittitas Valley, PSE's Renewable Energy Center offers up-close views of the wind turbines and solar arrays, as well as the Cascade mountain range.

The center is open from 9 a.m. to 5:30 p.m. daily from April through November, weather permitting, and features a conference facility with a meeting room accommodating 48 people, and a kitchen and catering facilities.

Renewable Energy Center



West exterior

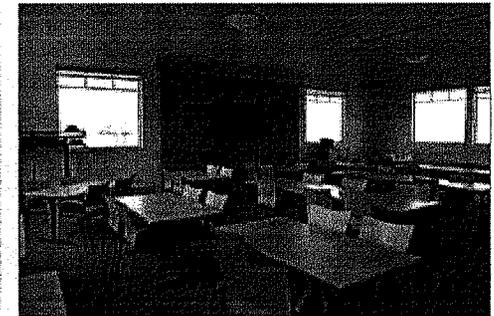


Visual displays

For Renewable Energy Center conference facility scheduling and Wild Horse tour information please call:

509.964.7815

Conference Facility



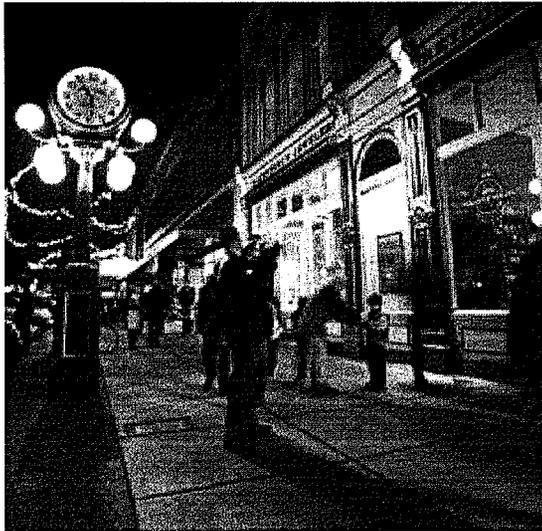
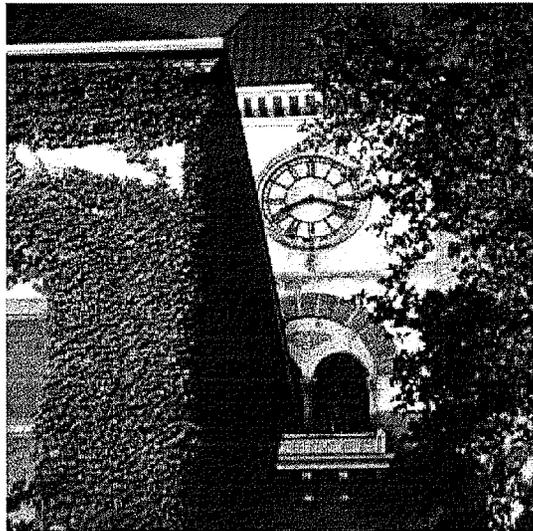
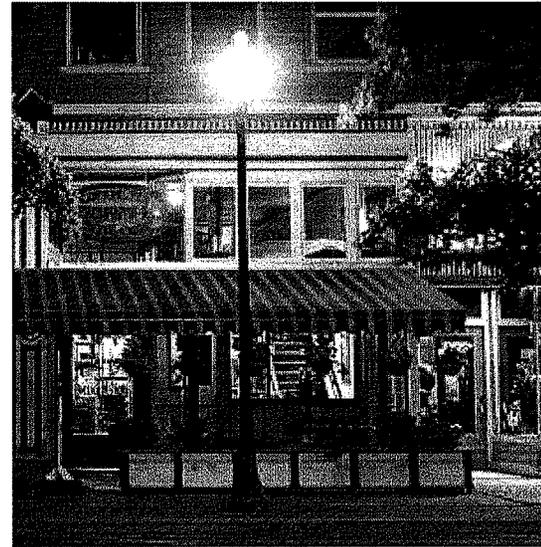
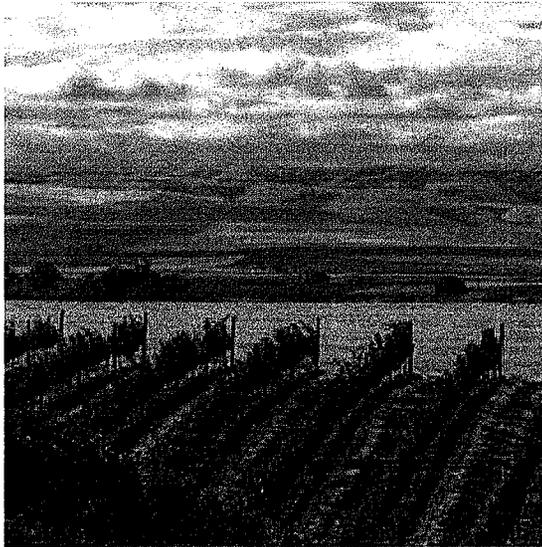
Meeting room for 48



Kitchen

**WALLA WALLA
MARKETING
STRATEGY**

2009 Tourism Walla Walla Brand Extension Plan



PRESENTED BY GIBSON MEDIA, INC. // 206.244.9988

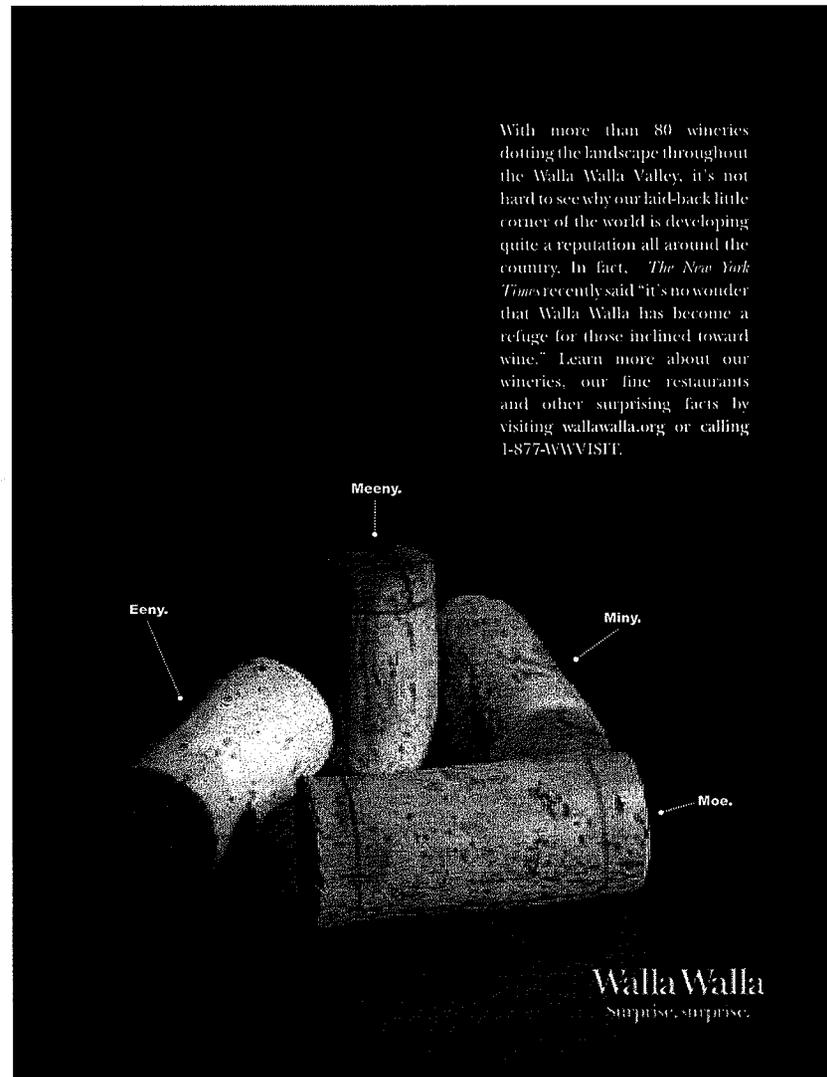


New creative:
Print and web.

Print:

(Wine message.)

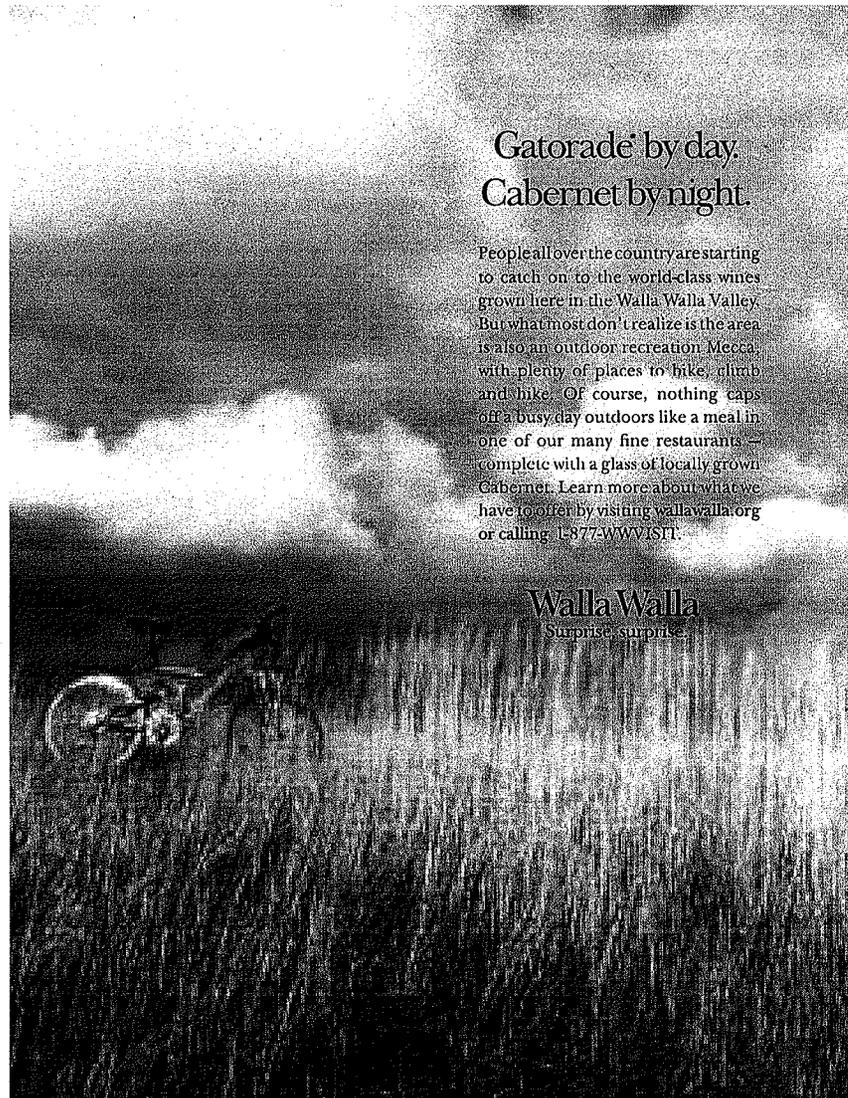
With more than 80 wineries dotting the landscape throughout the Walla Walla Valley, it's not hard to see why our laid-back little corner of the world is developing quite a reputation all around the country. In fact, *The New York Times* recently said "it's no wonder that Walla Walla has become a refuge for those inclined toward wine." Learn more about our wineries, our fine restaurants and other surprising facts by visiting wallawalla.org or calling 1-877-4WWVISTE.



Walla Walla
Surprise, surprise.

Print:

(Outdoor message.)



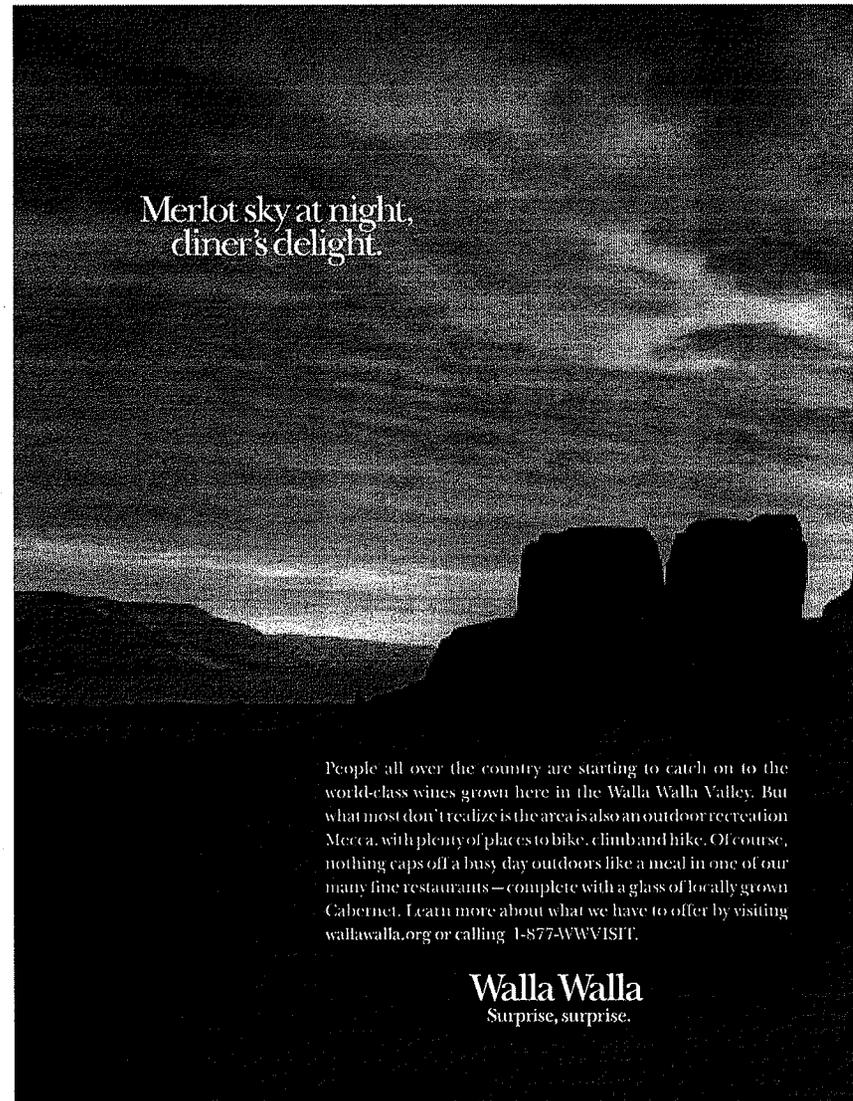
Gatorade by day.
Cabernet by night.

People all over the country are starting to catch on to the world-class wines grown here in the Walla Walla Valley. But what most don't realize is the area is also an outdoor recreation Mecca, with plenty of places to hike, climb and bike. Of course, nothing caps off a busy day outdoors like a meal in one of our many fine restaurants — complete with a glass of locally grown Cabernet. Learn more about what we have to offer by visiting wallawalla.org or calling 1-877-WWVISTE.

Walla Walla
Surprise, surprise.

Print:

(Blended message.)



Web:
(Wine message.)

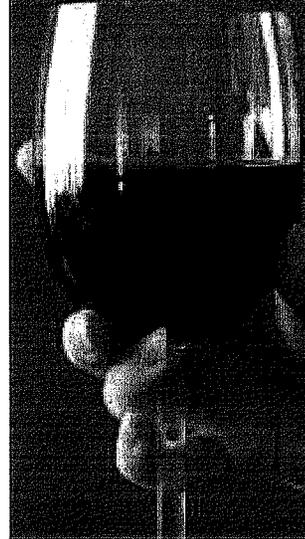
Around
here,
we tend
to look
at the world
through
Syrah-colored
glasses.

A quaint downtown.
Great restaurants.
80+ wineries.

Visit soon, won't you?

Walla Walla
Surprise, surprise.

Come swap
that mouse
for a
wine glass.



A quaint downtown.
Great restaurants.
80+ wineries.

Visit soon, won't you?

Walla Walla
Surprise, surprise.

Web:

(Wine message.)



80+ wineries. Umpteen reasons to visit.

Explore the West's other wine country.

Walla Walla
Surprise, surprise.

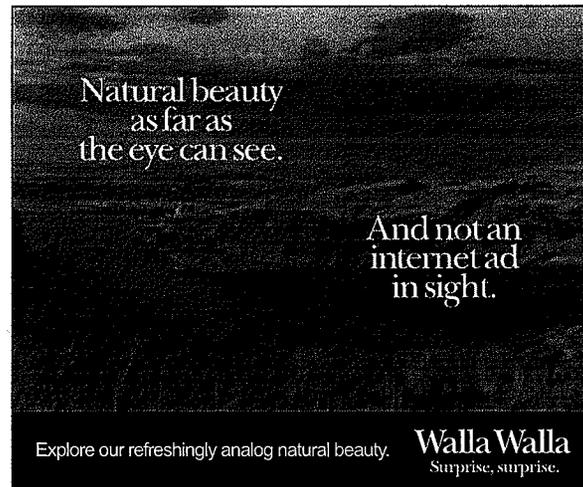


Visit soon.
Because "virtual wine tasting" sucks.

More than 80 wineries.

Walla Walla
Surprise, surprise.

Web:
(Outdoor message.)



Natural beauty
as far as
the eye can see.

And not an
internet ad
in sight.

Explore our refreshingly analog natural beauty. **Walla Walla**
Surprise, surprise.

You need
to get out
more.



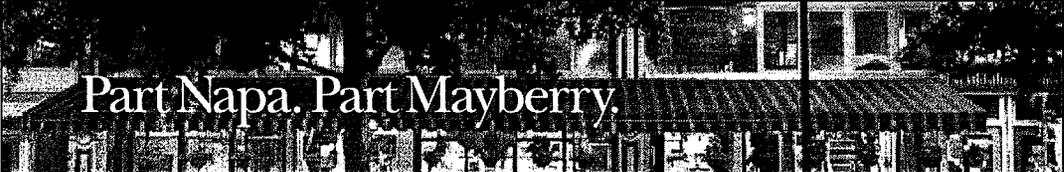
Explore our high desert beauty.

Walla Walla
Surprise, surprise.

A quaint downtown.
Great restaurants.
Fresh, high desert air.
Visit soon, won't you?

Walla Walla
Surprise, surprise.

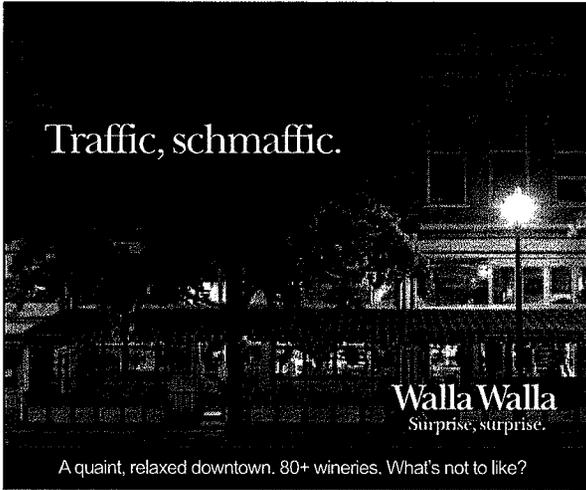
Web:
(Downtown message.)



Part Napa. Part Mayberry.

Small town life is alive and well.

Walla Walla
Surprise, surprise.



Traffic, schmaffic.

Walla Walla
Surprise, surprise.

A quaint, relaxed downtown. 80+ wineries. What's not to like?



Unclench.

A quaint downtown.
Great restaurants.
Lower blood pressure.
Visit soon, won't you?

Walla Walla
Surprise, surprise.

WALLA WALLA MEDIA PLAN

2008 2008 media media plan plan

Walla Walla
Surprise, surprise.



The TWW 2008 annual media plan.

Executive summary:

Gibson Media, Inc. considers it a great privilege to continue serving the Walla Walla Valley through 2011. Since 2005 we've helped establish the brand of the region among local, regional, and national communities. In this new year, we seek to push the "Surprise, surprise" strategy to an even broader populace. We're gaining tremendous traction. Visitor counts and room stays have consistently increased by over 30% year to year. We aim to further fuel this activity with the following TWW 2008 Annual Advertising Plan and look forward to the continued success we're confident it will bring.

Demographic targets:

Walla Walla patrons are primarily Adults 45-59, with secondary expansion markets (45+) and Adults 35-64. They are highly educated, married homeowners that are experiencing the newfound joys of being "empty nesters." They have a household income of \$75k+ and enjoy travel, wine, food, art culture, and history.

Geographic coverage:

Extensive analysis of regional media data, State travel data, and the local black box reports, have confirmed our media market selections and weighting of customer targets. Seattle remains the top feeder of Tourism in Walla Walla. This is followed by Spokane, the Yakima-Tri-Cities region, and Portland. Budget parameters have kept our focus on Seattle and Spokane over the last two years. This year, we begin to forge into the Portland market more aggressively.

Media tools:

Over the past few years, we have been able to effectively track the performance of our media selections. We seek to further hone our efforts by investing in mediums that have a proven track record of performance and/or can give us immediate response capabilities and allow for scalability.

- Broadcast media (radio) is used as a far-reaching tactic to educate the Seattle, Portland, and Spokane markets about the surprising benefits of visiting Walla Walla. Radio promotions embellish our investment by creating unpaid extra "hype" around "Walla Walla Weekend Getaway" packages.
- National niche publications (Gourmet, Bon Appetit, Architectural Digest, etc.) are used to glean the qualified target. Regional magazines (Sunset) and in-flight magazines (Horizon Air) are used to attract the frequent regional traveler. Text-based web advertising via Quigo positions Tourism Walla Walla in the top financial, travel, and regional news sites on a cost-per-click basis. Search tactics are employed with Google, Yahoo, MSN, CNN, amongst others via Citysearch.

Media strategy:

The annual campaign has been flighted to deliver markets at times when the greatest opportunity for return exists. In spring (March/April), when Western Washington & Oregon have seen little sunshine and crossing the mountain passes are no longer a concern, we push an aggressive campaign into Seattle & Portland. Come fall, as summer travels draw to an end and mountain pass reticence creeps in, we market to closer regions (Spokane & Yakima/Tri-Cities). Throughout the year, we target special interest connoisseurs from California to Canada via strategic web placements.

Creative strategy:

Research gathered via focus groups revealed awareness of what Walla Walla has to offer our target audience is very limited. While most in the Northwest have heard of it, few realize how close it is, how many wineries and restaurants there are or even exactly where it's located. To attack that problem head-on, we introduced the "Walla Walla: Surprise, surprise" positioning line which summarizes our overarching strategy well. Regardless of the medium, our advertising messages all center around educating our target about the region while pleasantly surprising them in the process. Samples of creative messaging for 2008 are in the pages near the end of this document.

Media schedules:

Detailed media schedules appear on the following pages.



We have a
rush hour, too.
Once, we had
six cars lined up
when the new
cabernets arrived.



Photo: Brent Galtner

A “worldly community... famous for world-class merlot and cabernet sauvignon.” That’s what *The New York Times* recently called Walla Walla—pretty high praise for our refreshingly laid-back little town. But then, Walla Walla is full of surprises. Learn more about our 100+ wineries and other facts by visiting wallawalla.org or calling 1-877-WWVISIT.

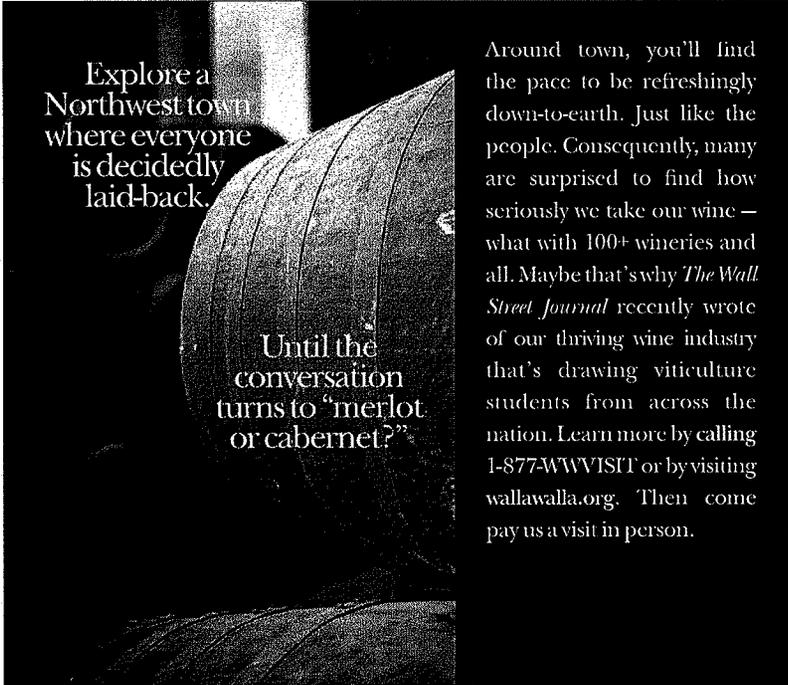
**Tourism Walla Walla
“Rush hour”**

1/3 square — Sunset Magazine
THIS ARWORK SUPERSEDES
ANY PREVIOUSLY RECEIVED

Artwork prepared 2.5.2008
By GIBSON MEDIA, INC.

Art questions:
Brett (206) 244-9988

Media questions:
Todd (206) 244-9988



Explore a
Northwest town
where everyone
is decidedly
laid-back.

Until the
conversation
turns to "merlot
or cabernet?"

Around town, you'll find the pace to be refreshingly down-to-earth. Just like the people. Consequently, many are surprised to find how seriously we take our wine — what with 100+ wineries and all. Maybe that's why *The Wall Street Journal* recently wrote of our thriving wine industry that's drawing viticulture students from across the nation. Learn more by calling 1-877-WWVISTIT or by visiting wallawalla.org. Then come pay us a visit in person.

**Tourism Walla Walla
"Laid back"**

1/3 square — Sunset Magazine
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PHOTO: BRIAN GENTLES

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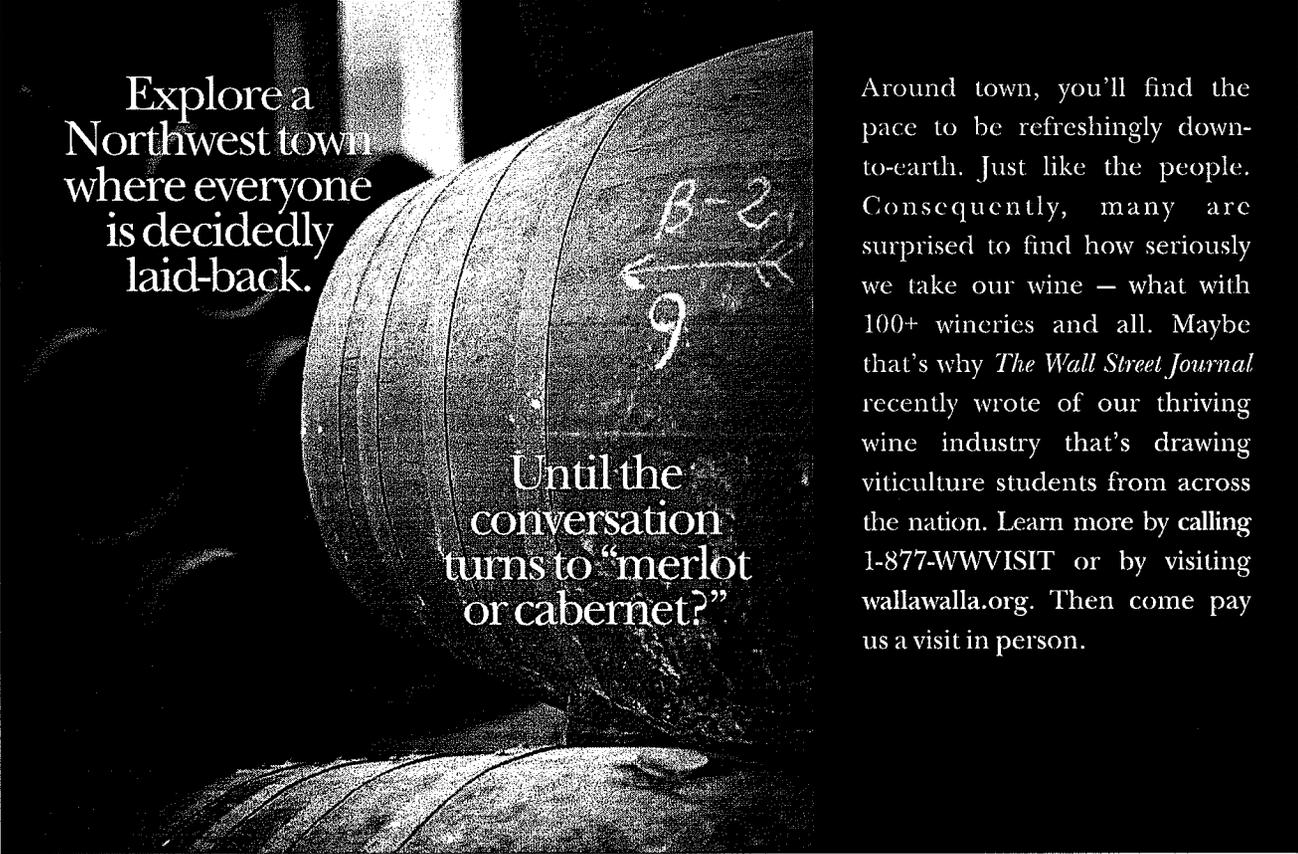
Tourism Walla Walla
“Rush hour”

1/2 horizontal — Alaska Airlines / Horizon Air Magazines
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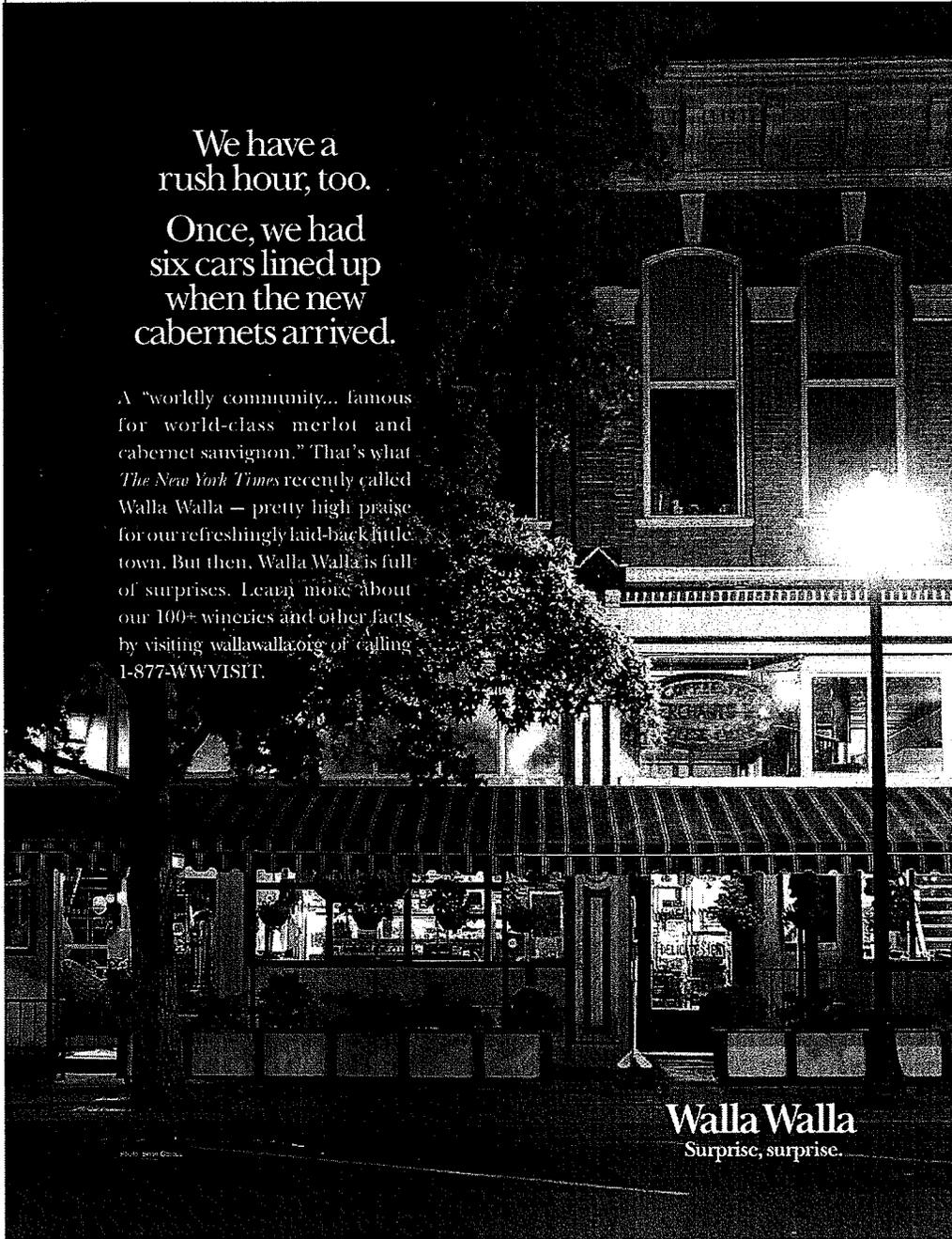
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Todd (206) 244-9988

Bleed

Live

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Walla Walla
Surprise, surprise.

Bleed

Tourism Walla Walla
"Rush hour"

Gracious Living Group (House & Garden/Architectural Digest/Gourmet/Bon Appetit)

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Artwork prepared 2.04.2008
By GIBSON MEDIA, INC.

Art questions:
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Media questions:
Todd (206) 244-9988

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Tourism Walla Walla
“Rush hour”
Washington Bed & Breakfast Guide

THIS ARWORK SUPERSEDES ANY PREVIOUSLY RECEIVED

Artwork prepared 2.04.2008
By GIBSON MEDIA, INC.

Art questions:
Brett (206) 244-9988

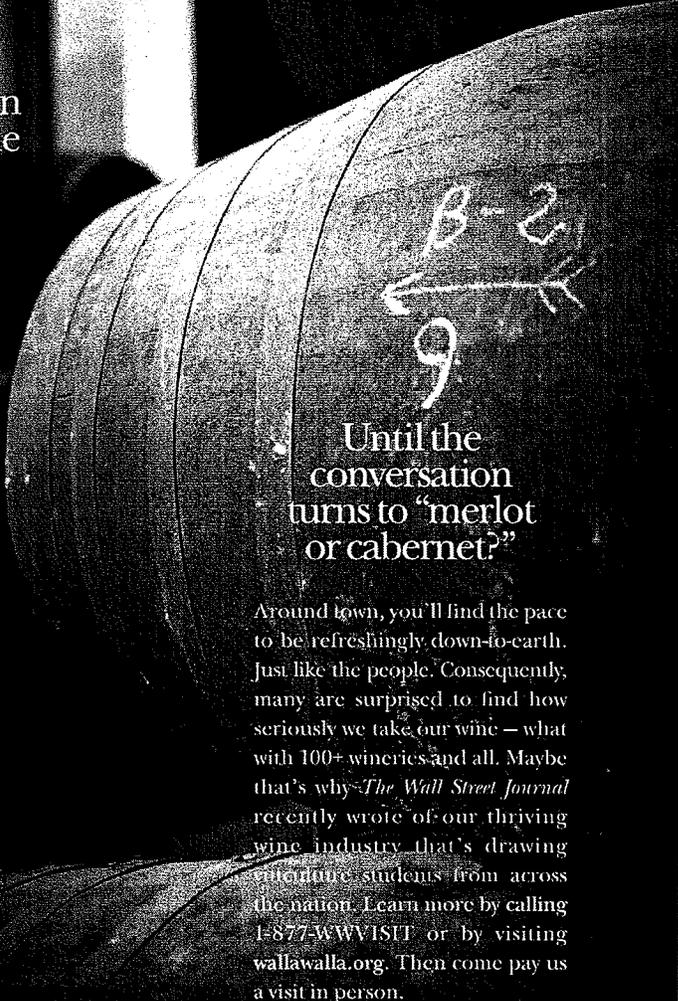
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Walla Walla
Surprise, surprise.

Bleed

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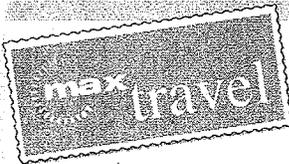
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Your Guide to Great Travel Resources



Your islands. Our home. The moment you cross the cabin's threshold you enter our home. After all, only one airline is Hawaiian. We offer genuine Island hospitality, award-winning service, widebody comfort and complimentary meals. Plus our website will show you our lowest fares to Hawai'i from nine Western U.S. cities. Welcome to our home. HawaiianAirlines.com

Massachusetts
It's all here.[®]
massvacation.com

What's your ideal winter getaway? Snowshoeing through a scenic winter wonderland, strolling through inspiring museums, or curling up by a roaring fire at your favorite hotel or B&B? The perfect getaway is closer than you think. Order your free *Massachusetts Getaway Guide* at massvacation.com or call 1-800-447-MASS x411.



Stratton delivers 92 trails, 95% snowmaking coverage, on over 600 acres of terrain, 12 lifts, including four high speed six-passenger lifts and a summit gondola, 4 terrain parks including a Burton Progression Park, a base Village complete with shops, restaurants and a spa, and lodging options ranging from spacious slopeside homes to convenient hotels. Call 1.800.STRATTON or visit Stratton.com

The Hay-Adams

Welcome to a world of hospitality, a world where discerning visitors from around the globe can relax with the comforts of home in elegantly appointed surroundings—right in the heart of Washington. Where an award-winning international staff creates an atmosphere of warm hospitality with unparalleled personalized service. Welcome to the Hay-Adams. Reservations: 1 800 424-5054 or www.hayadams.com



You are invited to enjoy one of the Caribbean's most spectacular private villas. Kismet, on beautiful St. John in the US Virgin Islands, offers five star hotel-like services and amenities for private retreats. The villa is ideal for family, social or corporate gatherings of up to twelve guests. Luxury and privacy beyond compare. www.kismetsj.com 212-688-8729.

EMERSON
RESORT & SPA

MT. TREMPER IN THE HUDSON VALLEY

The new Emerson Resort and Spa, a picturesque Hudson Valley destination, will calm your senses and renew your spirit. Indulge in the resort's Mobil four-star spa, exceptional accommodations, inventive cuisine and exquisite international wines. Emerson, away from the stress of the city, is the perfect place to restore your inner peace. Visit Emersonresort.com. For reservations call (877) 688-2828



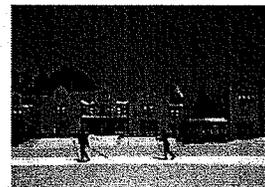
Scenic and breezy Park City, Utah, offers a mountain range of summertime adventures and activities including famous art and music festivals, food and wine events, outdoor concerts, lift-served hiking and biking, shopping and over 100 restaurants and bars. For Hot Deals: visit www.parkcityinfo.com or call 1-800-453-1360 to request a vacation planner.



The Watermark Hotel & Spa is proud to have been named the No. 2 Hotel in the United States and No. 23 in the world by the readers of *Condé Nast Traveler* magazine. This intimate hotel, nestled along San Antonio's legendary River Walk, is the ideal place for unhurried time together as a couple, or treating yourself to a girlfriends' getaway. www.watermarkhotel.com

30 Years
I ♥ NY
1977-2007

In the 1970's New York made an innovative decision to use tourism to revive the state's economy. A slogan, logo and jingle created an overall theme: I LOVE NEW YORK! Discover why millions of travelers, for the past 30 years, have said "I Love New York!" FREE travel guide: 800-I LOVE NY or iloveny.com.



Discover the beautiful Berkshires, a magical region boasting dozens of world class attractions, nestled into western Massachusetts' spectacularly scenic hills. Experience fantastic music, art, theatre, dance, museums, historic sites, gardens, foliage, skiing, antiques, golf, whitewater rafting, hiking and biking. Enjoy extraordinary lodging, dining and shopping in this fun, friendly place. Free Visitors' Guide. 800-237-5747, www.berkshires.org.

HYATT
REGENCY
BOSTON

Hyatt Regency Boston is one of New England's premier destination hotels. This urban retreat features the Hyatt signature Grand Bed, indoor pool, sun terrace, eucalyptus steam room, sauna and 24-hour Health Club. Situated in the center of Downtown Crossing, the 4-star, 4-diamond hotel is just steps from the Boston Common, Theatre District, and Faneuil Hall. www.hyattregencyboston.com

With more than 100 wineries, a charming downtown and over 300 days of sunshine a year, it's no wonder Walla Walla Washington is developing a loyal following of visitors from both the East and West Coasts. In fact, the quaint town was recently named "Wine Destination of The Year" by *Sunset Magazine*. www.wallawalla.org 1-877-WW-VISIT.

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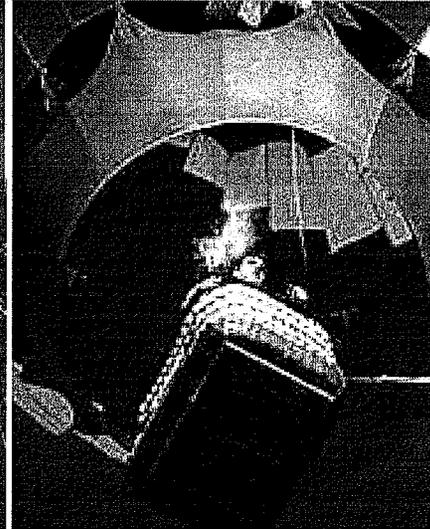
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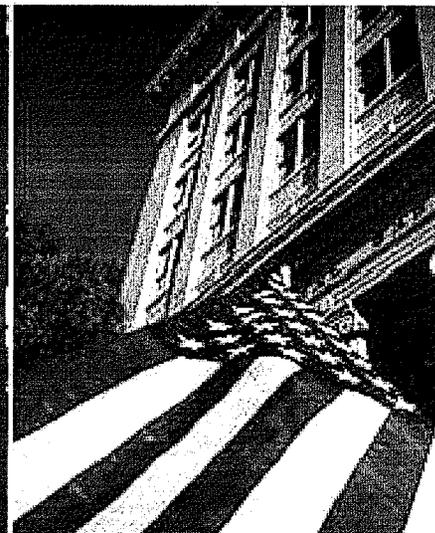
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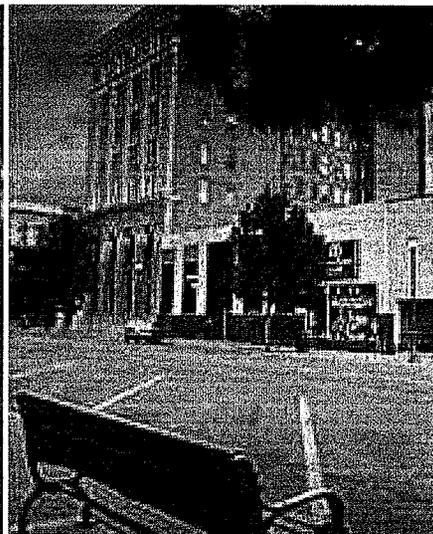
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**WALLA WALLA
COUNTY**

**WEB IDENTITY &
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WALLA WALLA COUNTY

Since 1854
315 West Main Street - Walla Walla, WA 99362 - 509-524-2505

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Google Custom Search

Map of 315 W Main St Walla Walla, WA 99362-2520, US

Walla Walla County Phone Numbers link below: 2008 Walla Walla County Phone Numbers

Updated 5-15-09

#####

Fair and Frontier Days Board of Directors Opening

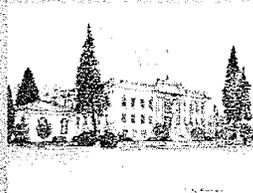
Applications due by May 22, 2009

- [Newsrelease](#)
- [Application](#)
- [Questionnaire](#)
- [Job Description](#)
- [Successful Board Members](#)

#####

Walla Walla County Tax Foreclosure Sale Results

#####



History Of Walla Walla County

On April 25, 1854, the Washington Territorial Assembly created Walla Walla County by setting aside 110,000 square miles from Skamania County. The boundary line ran from the mouth of the Deschutes River to the 49th parallel, then east to the summit of the Rocky Mountains, south along the crest of the mountains to the 46th parallel, and then west to the mouth of the Deschutes. In 1859, the Washington Territorial Assembly began creating new counties out of the 70 million acre Walla Walla County.

On November 11, 1875, when Columbia County was established, (forming Walla Walla County's eastern border), the present day Walla Walla County boundary line (1267 square miles) was established. The southern border is the State of Oregon, and the Snake River separates the western and northern border from Benton and Franklin Counties. [Click Here to Continue!](#)

WALLA WALLA
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Chamber as Champion, Catalyst and Coach

The Walla Walla Valley Chamber of Commerce is a member-focused organization and community partner that fosters a sustainable, healthy and vibrant economic environment through business promotion, advocacy, education and services.

The Chamber is the champion, catalyst and coach for the Valley's community development efforts. But more importantly, the strength of the Chamber lies in its members' investments of time, energy, talent and financial resources.

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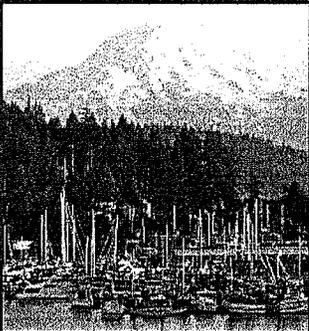
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**STATE OF
WASHINGTON**

**MARKETING
STRATEGY**

Washington State Tourism Marketing Plan 2009 / 2010



Presented to Juli Wilkerson, Director

Department of Community, Trade and Economic Development

By the Washington State Tourism Commission

March 28, 2008



Messaging and Target Audience Priorities

- Continue to focus on the Urban Naturalist target as the key audience:
 - Continue using pillar segmentation for theme purposes.
 - Expand integration among segments—demonstrate how they relate to provide “uniquely Washington” experiences.
 - Ensure messaging reinforces “independent spirit” theme.

| SEGMENTS/ PILLARS | Urban Explorers | Wine and Culinary Enthusiasts | Watchable Wildlife Adventurers | Active Cruisers | Adventure Travelers |
|-------------------------|-----------------|-------------------------------|--------------------------------|-----------------|---------------------|
| Epicurean Experience | ⊙ | ⊙ | | ⊙ | |
| Culture of Independence | ⊙ | ⊙ | ⊙ | ⊙ | ⊙ |
| Scenic Grandeur | ⊙ | ⊙ | ⊙ | ⊙ | ⊙ |
| All-Access Adventure | ⊙ | ⊙ | ⊙ | | ⊙ |
| Coastal Cool | ⊙ | ⊙ | ⊙ | ⊙ | ⊙ |

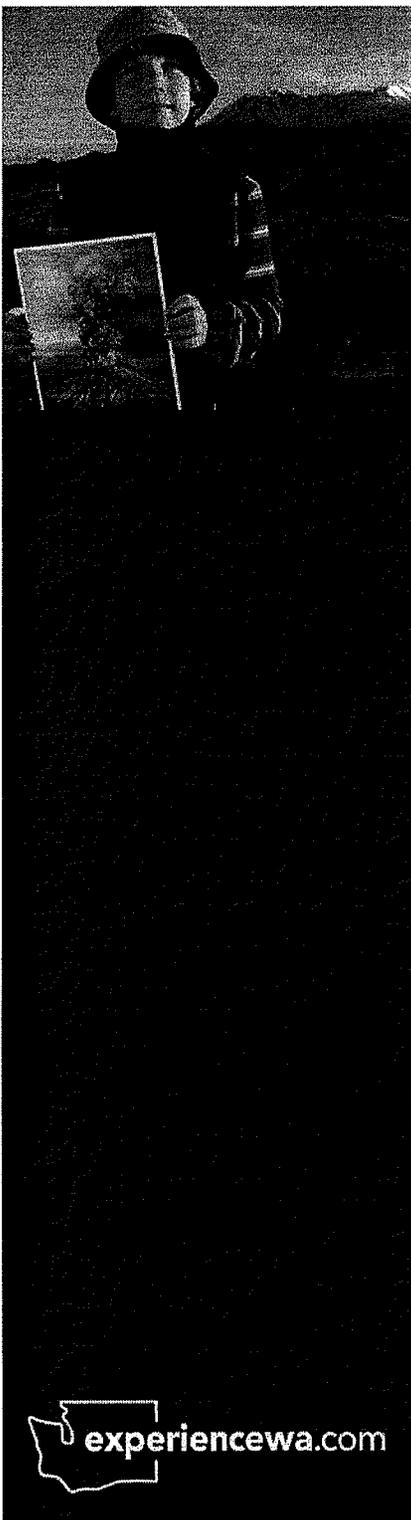


Message Distribution Channels—National Focus

| Urban Explorers | Wine and Culinary Enthusiasts | Watchable Wildlife Adventurers | Active Cruisers | Adventurer Travelers |
|--|--|--|---|---|
| <p>Reading <i>New York Times, Fast Company, San Diego Union Tribune, Condé Nast Traveler, Sunset, Blueprint, Consumer's Digest, Shape, Men's Health, Entertainment Weekly</i></p> <p>Watching Food Network, Travel Channel</p> <p>Surfing Flyertalk, Fodors.com, Engadget, Flickr, Gadling</p> | <p>Reading <i>The New Yorker, Gourmet, Wine Spectator, Vancouver Sun, Bon Appetit, Sunset, San Francisco Chronicle, Food & Wine, Cooking Light</i></p> <p>Watching Fine Living TV "Simply Wine With Andrea Immer," Top Chef</p> <p>Surfing Vinography, The Pour (NYT wine blog), Veritas in Vino, Winecast</p> | <p>Reading <i>Pacific Northwest Magazine, Idaho Statesman, Budget Traveler, Audubon, National Geographic Traveler, Corvallis Gazette Times, Smithsonian</i></p> <p>Watching Discovery Channel, Animal Planet, MSNBC</p> <p>Surfing SierraClub.org, NWF.org (National Wildlife Federation), TripAdvisor.com</p> | <p>Reading <i>Golf, AARP, Wall Street Journal, Reader's Digest, Arizona Republic, Travel + Leisure, More, Oxygen, Parade, The Oregonian, Boating, Smart Money</i></p> <p>Watching CNN, FOX News, History Channel</p> <p>Surfing CNN.com, Expedia, TripSpot.com, CruiseMates.com</p> | <p>Reading <i>Outside, National Geographic Adventure, Men's Journal, Best Life, Ink, Wired, Grist, New York Times</i></p> <p>Watching ESPN, Outdoor Life Network, Discovery Channel, "Anthony Bourdain," "Daily Show with Jon Stewart"</p> <p>Surfing Twitter, MySpace, Gridskipper, Facebook, LonelyPlanet.com</p> |

Story Concepts and Seasonal Timing

- Story concepts for 2009 and 2010:
 - Seasonal angles will continue to be relevant—and a significant component of the ongoing News Engine.
 - Epicurean calendar
 - Up-and-coming arts events
 - Perennial adventure suggestions
 - Warm-weather water ideas
 - Uniquely Washington experiences
 - Emerging travel trends and products Washington has that relate to each trend will also shape the story calendar:
 - **Ecotourism** and the sharp increase of LEED-approved (“green”) hotel/resort properties currently under construction around Washington state.
 - **Voluntourism** and the experiences that CVBs can recommend for visitors wanting to give back—to nonprofit causes, to the environment, etc.—as part of their vacation.
 - **Rare Vacations** and the burgeoning number of luxury travelers looking for the “next thing” beyond just simple adventure vacations.
- Olympics 2010



WALLA WALLA

VISITOR
RESEARCH

Walla Walla *Surprise, surprise.*

Walla Walla Visitor Research 2008

Summary of Findings
Prepared for Tourism Walla Walla

Dave Belin
RRC Associates

June 25, 2008

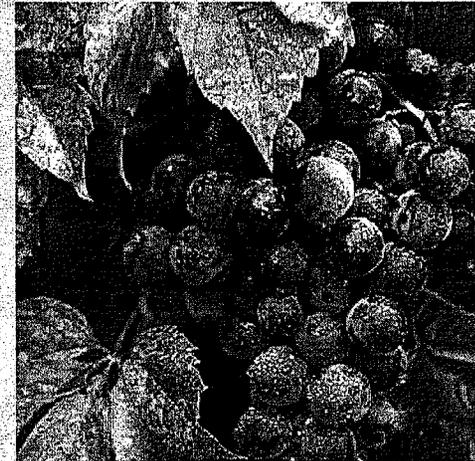
Primary Reason for Visit

- A wine event was the top reason for visiting the Walla Walla area
 - Wine-related event (24%)
 - Friends and family (17%)
 - Business meeting (14%)
 - College event (6%)
 - No single primary reason (32%)



Activities on Visit

- Visiting a winery was by far the top activity on the visit
 - Visit winery (61%)
 - Shopping (45%)
 - Sightseeing/driving tour (39%)
 - Visit friends/family (29%)
 - Historical/cultural site (25%)
 - Festival/event (17%)



Web Survey Findings

- Activities in Walla Walla that appeal to potential visitors
 - Visit a winery (84%)
 - Sightsee/driving tour (67%)
 - Shopping (64%)
 - Visit historical/cultural site (37%)
 - Outdoor recreation (35%)
 - Festival/event (33%)
 - Hiking, Antiquing, visit Native American site (each 27%)

Walla Walla *Surprise, surprise.*

Walla Walla Visitor Research 2008

Summary of Findings
Prepared for Tourism Walla Walla

Dave Belin
RRC Associates

June 25, 2008

WALLA WALLA

TOURIMS
FOCUS GROUP
FINDINGS

Focus group findings
for Tourism Walla Walla



{ 8.23.2005 }

EXECUTIVE SUMMARY

The Walla Walla Bureau of Tourism is in the early stages of developing a new marketing strategy designed to increase the number of visitors it attracts from around the Pacific Northwest. Seattle and Spokane have been identified as being important markets in this effort. The following report summarizes the findings of four focus groups (two in Seattle, two in Spokane) that were designed to gain an understanding of what people know about Walla Walla and what activities and attractions are most appealing to them.

- Walla Walla was not well known or understood by focus group participants in Seattle and Spokane.
- Group participants in Seattle were less familiar with Walla Walla than participants in Spokane.
- Approximately 1/3 of Seattle participants reported not knowing anything about Walla Walla.
- Approximately 1/3 of Spokane participants reported being aware of Walla Walla's wineries and wine focus.
- Interest in visiting Walla Walla grew significantly when key activities and attractions were presented to them.
- Seattle participants reported liking the idea of visiting a "new" place that they had not visited before.
- The majority of people in each group identified Walla Walla's wine industry as the major draw for visiting the city.
- Additionally, the fact that Walla Walla's wine industry was so highly thought of significantly increased the credibility of all aspects of the town.
- Participants in all groups were eager to learn what other activities the city offered in addition to "wine." The majority of people were very interested in learning what types of festivals and events were held in the city and liked the examples that were presented to them.
- The area's history and quaint/unique downtown were also seen as positive attributes of the city. They were not seen as primary reasons to visit the city but were seen as secondary motivations to visit.
- Participants in all groups did express some concern over having enough to do for an entire weekend visit.
- Participants also reported some concern over the fact that the city did not offer many activities for children.
- The amount of time it takes to travel to the city was expressed as a concern in all groups. Seattle participants were more concerned over "travel time" than Spokane participants. They appear to be able to find many vacation options within a two to three hour drive from Seattle.



TOP TEN LIST

Group respondents were asked what the two to three best weekend getaways they have experienced have been. This was prior to any specific discussion about Walla Walla.

| Seattle | Mentions | Spokane | Mentions | Seattle & Spokane | Mentions |
|-------------------|----------|---------------|----------|-------------------|----------|
| Ocean Shores | 4 | Seattle | 4 | San Juans | 7 |
| San Juans | 3 | San Juans | 4 | Seattle | 6 |
| Leavenworth | 3 | Oregon Coast | 3 | Ocean Shores | 4 |
| Gorge | 3 | Whistler | 2 | Leavenworth | 4 |
| Lake Chelan | 2 | Sand Point | 2 | Gorge | 3 |
| Semiahmoo | 2 | Nelson, BC | 2 | Olympic Mtns. | 3 |
| Port Townsend | 2 | Olympic Mtns. | 2 | Canada | 3 |
| Stehelkin | 2 | Canada | 2 | Oregon Coast | 3 |
| Bainbridge Island | 2 | Portland | 2 | Lake Chelan | 2 |
| Seattle | 2 | Whitefish | 2 | Semiahmoo | 2 |

Group respondents were then asked what places they would most like to go to for a long weekend. This was prior to any specific discussion about Walla Walla.

| Seattle | Mentions | Spokane | Mentions | Seattle & Spokane | Mentions |
|-------------------|----------|-------------------|----------|-------------------|----------|
| San Juans | 7 | Ocean Shores | 4 | San Juans | 8 |
| Lake Chelan | 5 | Canada | 3 | Ocean Shores | 6 |
| Spokane | 3 | Mt. St. Helens | 2 | Lake Chelan | 5 |
| Olympic Mtns. | 3 | North Cascade | 2 | Olympic Mtns. | 5 |
| Walla Walla | 3 | Olympic Peninsula | 2 | Walla Walla | 5 |
| Ocean Shores | 2 | Mt. Rainier | 2 | Mt. Rainier | 4 |
| Mt. Rainier | 2 | Walla Walla | 2 | Spokane | 3 |
| Leavenworth | 1 | Yellowstone | 2 | Canada | 3 |
| Yakima Wine Tours | 1 | Nelson, BC | 1 | Leavenworth | 2 |
| Neah Bay | 1 | Leavenworth | 1 | Mt. St. Helens | 2 |



TOP OF MIND AWARENESS

Group respondents were asked what they knew about Walla Walla before any discussion took place about what type of tourism activities the city offered.

| Seattle | Mentions | Spokane | Mentions | Seattle & Spokane | Mentions |
|-----------------|----------|-----------------|----------|-------------------|----------|
| Don't know much | 5 | Wine | 12 | Wine | 16 |
| Onions | 5 | Onions | 9 | Onions | 14 |
| Wine | 4 | Prison | 9 | Prison | 11 |
| Far East | 4 | Old downtown | 3 | Don't know much | 7 |
| Not much to do | 3 | Whitman Hotel | 2 | Hot | 4 |
| Hot | 3 | Palouse Falls | 2 | Far East | 4 |
| Whitman | 3 | Don't know much | 2 | Not much to do | 4 |
| Prison | 2 | Blue mountains | | Whitman | 3 |
| Quaint | 2 | Bed & breakfast | | Old downtown | 3 |

FIND MOST APPEALING

Group participants were asked what they thought would be most appealing about Walla Walla before any discussion took place about what Walla Walla tourism activities were available.

| Seattle | Mentions | Spokane | Mentions | Seattle & Spokane | Mentions |
|--------------------|----------|----------------------|----------|-----------------------------|----------|
| Wine country | 5 | Wineries | 8 | Wine country | 13 |
| Change of pace | 4 | I don't know | 6 | I don't know | 8 |
| I don't know | 2 | Never been | 4 | New Place to visit | 6 |
| New place to visit | 2 | Been there | 2 | Change of pace | 4 |
| Nice weather | 1 | Prison | 1 | Been there...not interested | 2 |
| Temperature | 1 | Revisit Oregon Trail | 1 | Nice weather | 2 |
| Great farmland | 1 | Onion Fest | 1 | Boutiques | 2 |
| Quaint | 1 | Downtown | 1 | Great farmland | 1 |



FIND LEAST APPEALING

Group participants were asked what they thought would be least appealing about Walla Walla before any discussion took place about what Walla Walla tourism activities were available.

| Seattle | Mentions | Spokane | Mentions | Seattle & Spokane | Mentions |
|------------------|----------|-----------------------------|----------|-----------------------------|----------|
| Not enough to do | 10 | Hot | 6 | Not enough to do | 13 |
| Distance | 6 | Not enough to do | 3 | Too hot | 8 |
| Too hot | 2 | Prison | 3 | Distance | 6 |
| Nothing unique | 1 | Too small | 3 | Prison | 3 |
| Seen it | 1 | Not scenic | 2 | Too small | 3 |
| | | I don't find it appealing | 1 | Not scenic | 2 |
| | | Lack of quality restaurants | 1 | Nothing unique | 1 |
| | | Limited lodging | 1 | Lack of quality restaurants | 1 |
| | | No luxury escape | 1 | Limited lodging | 1 |
| | | Winter weather | 1 | No luxury escape | 1 |

MOST APPEALING ACTIVITIES & ATTRACTIONS

Group respondents were presented with a list of possible activities/attractions that are available in Walla Walla. The following chart presents the activities/attractions that were most appealing to them.

MOST APPEALING ACTIVITY OR ATTRACTION

| Seattle | Circled | Spokane | Circled | Seattle & Spokane | Circled |
|--------------------|---------|--------------------|---------|--------------------|---------|
| Wine | 7 | Wine | 11 | Wine | 18 |
| Events | 3 | Outdoor activities | 4 | Outdoor activities | 7 |
| Outdoor activities | 3 | History | 2 | Events | 4 |
| Quaint | 3 | Quaint | 1 | Quaint | 4 |
| Bed & breakfast | 1 | Events | 1 | History | 3 |
| History | 1 | Agriculture | 1 | Bed & breakfast | 1 |
| | | | | Agriculture | 1 |



OTHER ACTIVITIES OR ATTRACTIONS THAT WERE LIKED

| Seattle | Secondary Mentions | Spokane | Secondary Mentions | Seattle & Spokane | Secondary Mentions |
|--------------------|--------------------|---------------------|--------------------|---------------------|--------------------|
| Wine | 11 | Events | 15 | Wine | 25 |
| Events | 10 | Wine | 14 | Events | 25 |
| Outdoor activities | 5 | History | 10 | History | 14 |
| Quaint | 5 | Quaint | 8 | Quaint | 13 |
| History | 4 | Outdoor activities | 7 | Outdoor activities | 12 |
| Bed & breakfast | 3 | Dining | 6 | Bed & breakfast | 8 |
| Climate | 3 | B&B | 5 | Dining | 8 |
| Dining | 2 | Arts | 5 | Climate | 7 |
| Quality hotels | 1 | Climate | 4 | Arts | 5 |
| Shopping | 1 | Agriculture | 2 | Quality hotels | 3 |
| | | Hotels | 2 | Shopping | 3 |
| | | Shopping | 2 | Agriculture | 2 |
| | | Historical building | 1 | Historical building | 1 |

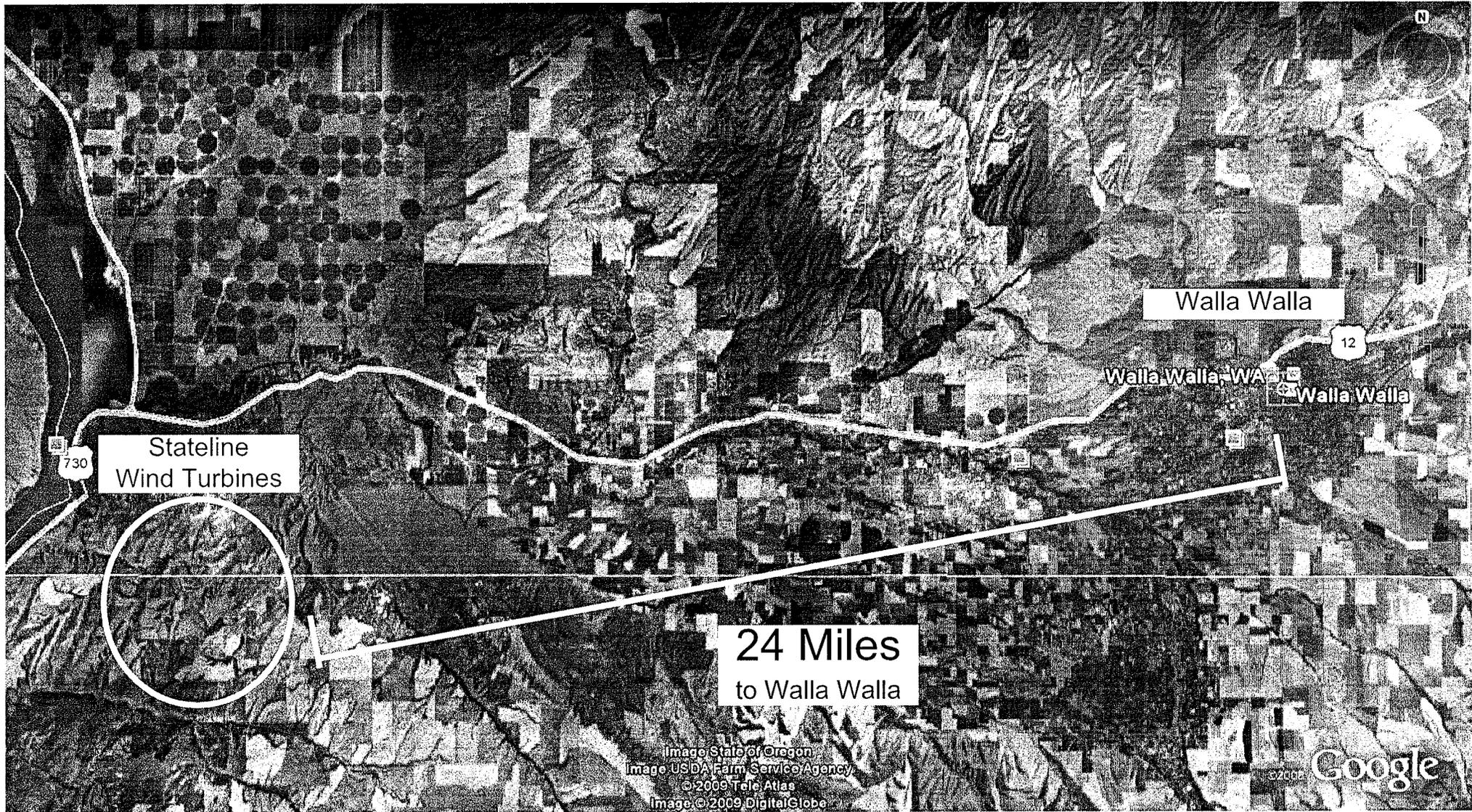
ABOUT THE RESPONDENTS

- All group participants were between the ages of 25 – 54
- All group participants had a household income of at least \$50,000
- All group participants had taken a minimum of 2 weekend vacations in the last two years (defined as staying at least one night in lodging other than home)
- All group participants had taken a minimum of 1 extended vacation in the last year (defined as staying at least three nights in lodging other than home)
- All groups were equally divided between men and women



LOCATION MAP

STATELINE WIND FARM



Stateline
Wind Turbines

Walla Walla

Walla Walla, WA
Walla Walla

24 Miles
to Walla Walla

Image State Of Oregon
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