

Focus Area: Tourism
Champion: Kris Watkins

Accomplishment Plans by 12/31/03

- Convention Center Marketing contract in place and targeted marketing and promotional strategies underway including “Bring Your Meeting Home” campaign.
- Secure FILA Jr. Natl. Championships/World Team Trials and Kids & Cadet Natl. Wrestling Championships.
- Complete new Tri-Cities Sports Facilities Guide.
- Complete comparative “Washington Wine Country” consumer survey.
- Complete installation of four Lewis & Clark interpretive markers along Sacagawea Heritage Trail.
- Begin planning/design for lowering levee between Blue & Cable Bridges in Kennewick.
- Decision by Richland/USACE on construction/timing of Lewis & Clark Interpretive Overlook.
- Completion of Economic Impact Assessment report regarding Hanford Reach National Monument Designation / “Cultural Complex” designs completed.

Key Accomplishments since last workshop:

- **Develop a first class regional convention center.**
 - √ Tri-Cities Convention Center broke ground.
 - √ New tourism industry construction worth \$30.8 million including: \$17 million Tri-Cities Convention Center; \$5.1m AmeriSuites hotel at TRAC; \$5.5m Best Western Sun Willows; \$3.2m Holiday Inn Hwy 395.
 - √ Documented 35 associations interested in booking Tri-Cities Convention Center.
- **Become the premier wine tourism destination in the Northwest.**
 - √ Partnered with Washington State Tourism to conduct second point-of-intercept survey to determine travel patterns, attitudes and demographics of current Washington Wine Country consumer.
 - √ Met with Yakima Economic Development partners to focus on branding Washington’s Wine Country.
 - √ Developed and promoting Golf & Wine getaway packages.
- **Develop one-third of the river front in our region.**
 - √ Richland developing habitat restoration & trail enhancement plan for Columbia Park West Shoreline.
 - √ City of Pasco working to lower levee between Blue and Cable Bridges.
 - √ Courtyard by Marriott under construction at Columbia Point.
- **The Tri-Cities region will become the “Sports Mecca of the Northwest.”**
 - √ Held fifth annual Central Washington Sports Hall of Fame banquet.
 - √ For first-time hosted Washington State Track & Field. Secured WIAA 2003 Girl's Regional Softball Tournament. Secured for first-time 2004 Regional Pacific Coast Skating Championships.
 - √ Worked with WIAA & NWAACC to develop procedures to enhance success of Tri-Cities sporting events.
 - √ Secured four State Bowling Tournaments that will bring a total of 37,300 people to the Tri-Cities in 2004.
 - √ Retained 2004 NWAACC Men's and Women's Basketball Tournament for Tri-Cities.
- **Develop regional information & welcome center.**
 - √ Formed ad hoc advisory committee to research needs and site potential for Tri-Cities Regional Information/Welcome Center.
- **Development of the Lewis & Clark Interpretive Overlook in Richland, renovation and expansion of the Sacajawea State Park Interpretive Center, establishment of the Hanford Reach National Monument Interpretive Center.**
 - √ Held meetings to discuss design plans for Lewis & Clark Interpretive Overlook at Richland Wye.
 - √ Secured \$1.4 million dollar for improvements to Sacajawea State Park and Interpretive Center that will include a 1,000 square foot expansion of the Interpretive Center.
 - √ Columbia Point South selected as top site for Hanford Reach National Monument Interpretive Center. Began economic impact assessment, and held initial design meetings with architects.
 - √ Developed Lewis & Clark Speaker Series, held two keynote presentations & one bicentennial-related exhibit.