

Chelan County PUD No. 1

Rocky Reach Visitor Center Feasibility Study

PRESENTATION TO BOARD OF COMMISSIONERS

PRELIMINARY REVIEW OF POSSIBLE FEATURES AND VISITOR INCREASE

NOVEMBER 21, 2016





Agenda

A high level look at future possibilities for the Rocky Reach Visitor Center

1. Review Assessment Report Findings
2. Review Approach to Visitor Projections
3. Review Attractions Examples
4. Questions





CHELAN COUNTY

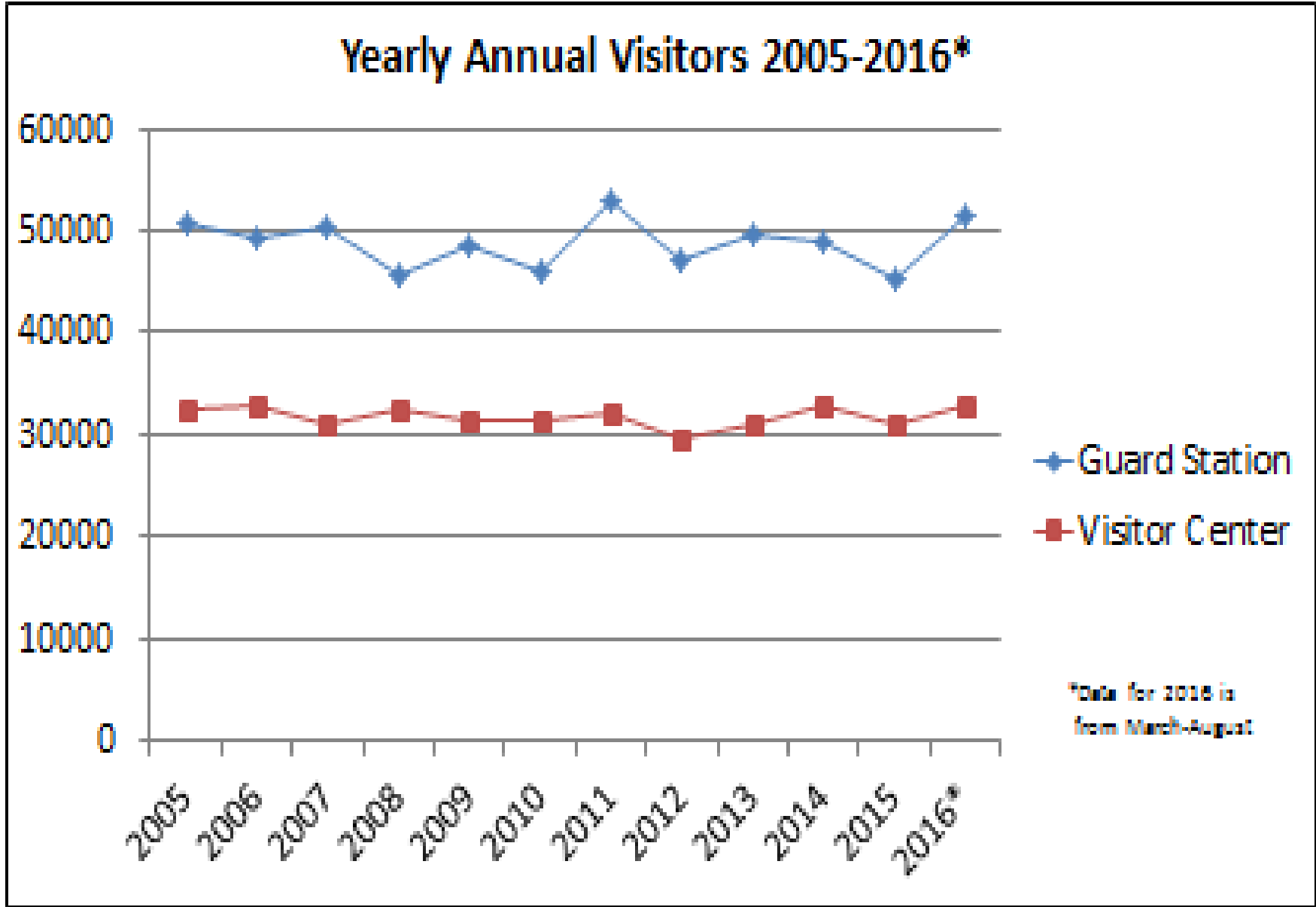
Shaping our **utility**
to do the **best**,
for the **most**,
for the **longest**

■ Visitor Center Goals

1. Increase visitor counts by threefold to 150,000
2. Enhance education opportunities
3. Maintain a safe and secure facility



Summary of Findings



Visitor History

- Approximate Annual Visitors at Gate: **50,000**
- Approximate Annual Visitors counted at Visitor Center: **30,000**
- Current visitor draw primarily is regional





Fish Viewing

- Fish Viewing during migration is the number one noted feature attracting visitors
- Fish Viewing Windows and viewing area are too small



Museum

- Museum and displays are outdated and space is inadequate.
- Tell the story of the region, the river



Tours

- Quality of tours and guides is positive.
- Continue to provide tours of power house

Park

- Provide more kinds of outdoor activities such as athletics, splash park.

Marketing

- Expand outreach by advertising “*The Reach*” regionally.

Summary of Findings

Education Programs

- Education Programs are viewed as highly positive.

Access

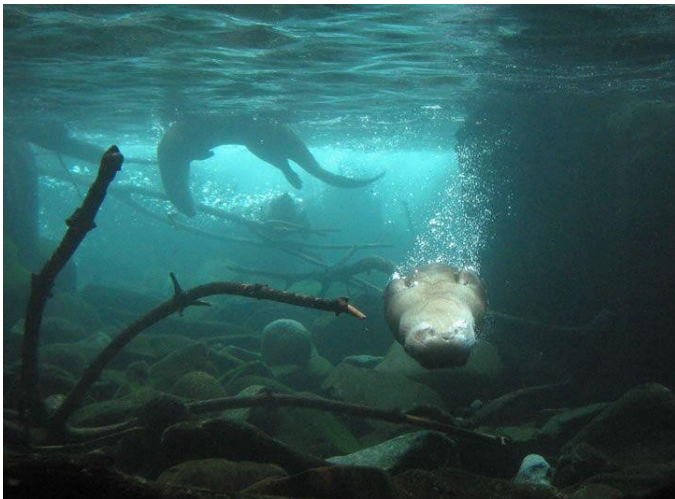
- Provide access from Lincoln Rock State Park
- Guard station is somewhat of a deterrent to visitors.
- Highway access should be improved.



Larger Fish Viewing



Interactive Museum



Aquarium



Splash Park



Ferry Crossing

Attraction Examples



Multi-Use Pavilion

“THE REACH”

Attractions & Visitor Counts

Features / Attractions	Annual Visitor Estimate Ranges	Budgetary Cost Ranges (Direct plus Soft Cost w/o Escalation)
A: “The Reach” Interpretive and Interactive Center	90,000 – 110,000	\$18-\$20 Million
Fish Migration Viewing – Enhanced Facilities (500 sf)	All interpretive/interactive attractions are considered a combined visit for projecting visitors. Reduce visitor estimate by 25%–35% without aquarium	\$1 – \$1.2 Million
Aquarium (9,260 sf)		\$8 – \$8.5 Million
Petunia Island Outdoor Environment Exhibit		\$1.7 – \$2 Million
Museum f Interpretive Center (9,260 sf)		\$7 – \$7.5 Million
Ferry System & Docks		Included above
B: “The Reach” Park	50,000 – 60,000	\$570,000-\$1.7 Million
Splash Park	<ul style="list-style-type: none"> All Park-related activities are considered a combined visit for projecting visitors 	
Picnic f Wedding f General Park Area		
C: “The Reach” Conference and Event Center	30,000 – 40,000	\$5-\$6.5 Million
Multi-use Conference and Event Pavilion	<ul style="list-style-type: none"> 12,000sf New Pavilion Plus 2,100sf Café Facility Year round events and activities 	
The Reach Café & Restaurant		
D: Pybus Market Information Kiosk		\$25,000-\$50,000
Total Ranges for Visitors and Capital Investments	170,000 – 210,000	\$23-\$28 Million

