



Skagit Tours 2011

Presentation to the Seattle City Council

March 7, 2011

Background



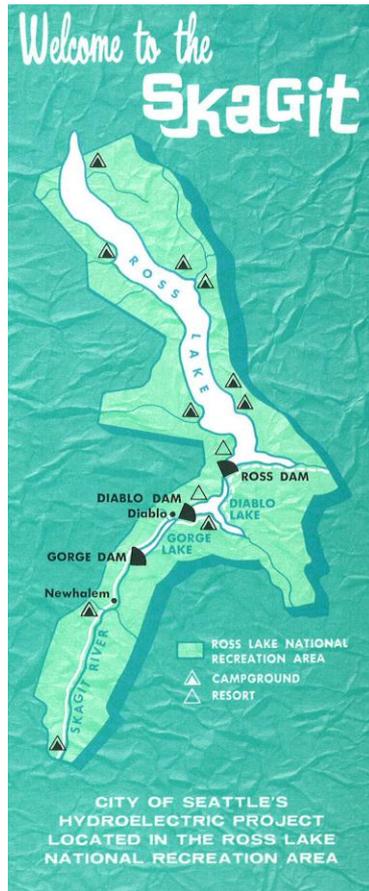
- Tours have operated since 1918
- First public tour in 1924
- Part of Skagit FERC License
- Suspended in 2002 due to security concerns
- Suspended in 2010 due to budget reductions
- Coming back in 2011 with a new look

New Look in 2011

- Partnership with North Cascades Institute and National Park Service
- More offerings to reach broader audience
 - Boat Tour and Lunch
 - The “Hydro Highway” – van tour, hikes & lunch
 - Walking tour of Newhalem
 - Fall Specialty Tours



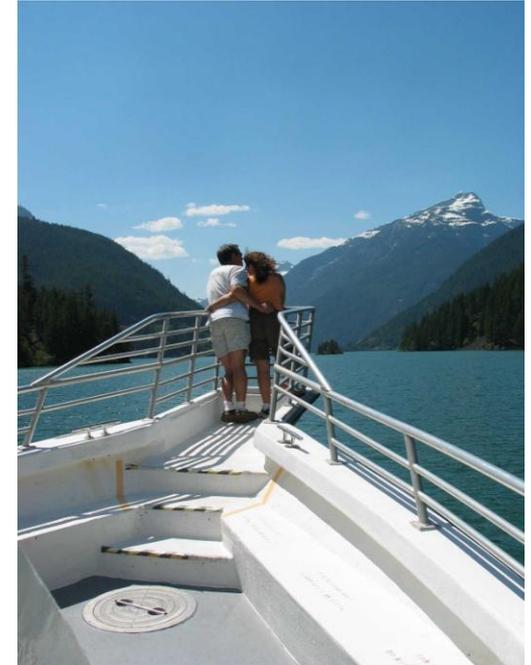
Tour Themes



- City Light and Skagit History
 - People, construction, operations
- Natural Resources
 - Wildlife, vegetation, fish, glaciers
- Cultural Landscape
 - Tribes, miners, early settlers

Gateway Communities

- Held public meeting to hear local community interests
- Advertising in local publications that feature the North Cascades
- Advertising in Sunset and Alaska Airlines
- Working with community partners to create economic development opportunities



New Look



- Web site is up-dated
 - www.skagittours.com
- Promotional materials up-dated
- Already filled one of the tours in September
- Interest is high and tours are being booked

Call To Action!

- We invite you to join us on a tour this summer!





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