

Mountain Loop Tourism Bureau

TRAIL MAPS



Edith says

“... Come play in our back yard...”



LOCAL INFO



FLASH HIKES

WWW.ML-TB.ORG
WWW.ML-TB.ORG

360 975-3654
360 275-3654

GUIDED TOURS

- Production Management Svc
- Concept & Event Development
- Budgetary Determinations
- Special Events & WOW in a Box
- Themed Event Enhancements
- Staging & Planning Assistance
- Graphic & Visual Creation/Op
- Pre/Post Logistical Planning
- Define/Discover "Your" WOW
- Technical/Scenic CAD Drawings
- Onsite Event Coordination
- Canine "Barking Faces" Modules
- TD & Stage Hot Direction
- Mtg Rm Audio Visual Support

www.AbouttheWOW.com

Credentials/Associations

Local City / Community
 Planning Commissioner, Randy Farrell
 Park & Recreation Commissioner/Chair, Edith Farrell

Government Agencies
 Tourism Promotion Area of Snohomish County
 Secretary, Edith Farrell
 Snohomish County Tourism Bureau
 Branding Committee, Edith Farrell
 Mt Baker-Snoqualmie National Forest Speaker- Edith Farrell

Private & Non Profit Affiliations
 AbouttheWOW – Owners-Edith & Randy Farrell
 Paca Pride Guest Ranch – Owners -David, Tim & Glen
 Mountain Loop Tourism Bureau
 President, Tourism Information/Visitor Center Director, Edith Farrell Vice
 President, David Capocci, Treasurer Tim Leingang & Secretary, Randy Farrell

MLTB - Overview

Build Strong Business Alliances

- Local Communities
- Local Businesses
- County
- State
- Federal Agencies

Promote Common Scenic & Historic Assets

- History throughout the Mountain Loop
- Monte Cristo, Big 4 Ice Caves, White Horse, French Creek Falls
- Recreation year round – Seasonally Focused Camping/Hiking
- Unity of message of the Mountain Loop as a region
- Stabilize, Sustain, Grow Local Economies

MLTB - Benefits

Local / Online / Regional Media Exposure

- Social media networks, online portals and print media channels
- Visitor Centers. Tourism Information distribution outlets
- Distribution of information with partnering businesses/agencies throughout the Mountain Loop and Snohomish County
- Social media partnerships with local / regional stakeholders
- Advertising opportunities – Focused on Tourism Promotions
- Discounts with partnering associations/businesses
- Tourism meetings for the Mountain Loop Scenic Byway

MLTB - Funding Sources

Individuals, Groups, Businesses & Corporations

- Donations
- Contributions
- Sponsorships
- Partnerships

Snohomish County Tourism Strategic Plan

- Snohomish County Tourism Bureau / Dept of Economic Development
- LTAC – Lodging Tax Advisory Committee
- Tourism Promotion Area – Grant Opportunities

Bring your big idea to life! **APPLY FOR A FINANCIAL GRANT**

MLTB - TPA



Snohomish County: Where Big Ideas Happen

It all started with an idea, which grew into something more. Now, you're ready, here to become a reality.

With help from Snohomish County, it's the perfect time to have it all together. The Snohomish County Parks, Recreation and Open Space Division is at the forefront of the world's best ideas. We're looking for your idea. The world's best ideas are just a hop, skip and a jump away.

THINK BIG. TAKE SNOHOMISH COUNTY.

Bring your big idea to life! **APPLY**

Recently Funded Projects

- Mount St. Helens National Volcanic Monument
- High-Clearance Bridge, National Wetlands
- Aluminum School District Wetlands Park Improvement



SNOHOMISH COUNTY
Tourism & Recreation Area

For general questions or help, contact
Justicia Vasquez, Tourism Promotion Area Coordinator
(425) 366-3136 or Email...

MLTB - Promotional Efforts

Social Media

- Facebook (3 sites), Foursquare and websites

Social Marketing

- Flash Hikes
- Speaking engagements
- Event promotions, i.e. Stillaguamish Festival of the River, Oktoberfest
- Newspaper interviews, press releases

Promotion Products

- Granite Falls 2011 Fun Map
- Single Trail Brochures for hiking, history & recreation
- Postcards, slideshows, posters, banners, gifts, & more
- TIC Tent Displays & MLTB 2012 Fun Map
- Guided tours, hikes and travel packages
- Best Western Cascadia Inn-Photo Shoot and Lobby Display
- 2012 Best Western Summer Promotional Campaign





Mountain Loop Tourism Bureau



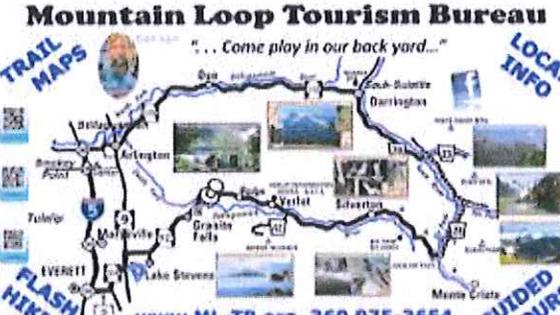
AUTO TOUR

TOURISM OPPORTUNITIES

www.ML-TB.org 360 975-3654

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Info@ML-TB.org



Camp Silverton/Waldheim Retreat

www.ML-TB.org 360 975-3654

MLTB - Flagship Project

CAMP SILVERTON/WALDHEIM RETREAT

While it has been utilized by the Forest Service for a tree nursery and the Everett School District as an educational retreat, budget considerations have ended both.

With the location before the first snow gate at Deer Creek and the Forestry Services seasonal schedule we intend on providing supplemental support services to the Robe Valley Fire District #23, Search and Rescue and other governmental agencies

MLTB goals are in restoring the educational retreat center and providing functional services and provisional resources for emergency and first responders to the area year round.

Camp Silverton-Waldheim Retreat

Where we see the future for this site?

- Year round educational facility on the Mountain Loop offering
 - classes/trainings
 - retreats/getaways
 - overnight stays
 - information center for guests/tourists
 - resource facility for emergency services
 - culinary center
 - recreational hub

Who do we see accessing the retreat?

Everyone! Whether you are young or old we see you here.

How can you help?

Sponsorship whether you are an individual, small business or corporate business is available:

- monthly
- quarterly
- one time

Volunteers are needed for the following positions:

- grant writers
- fundraising/events
- educators

Resource support

- printing/supplies
- networking leads
- distribution point for information

[WWW.GOFUNDME.COM/1B82VS](http://www.gofundme.com/1B82VS)

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Mountain Loop Scenic Highway

Snohomish County
Washington

www.ML-TB.org 360 975-3654

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MLTB Stakeholder Meeting

- > Location: Paca Pride Guest Ranch
28311 Mountain Loop Highway
Granite Falls, Wa 98252
- > Date: tbd - January 2013
- > Time: tbd
- > Agenda Topics:
 - Camp Silverton-Waldheim Retreat Project
 - 2012/2013 Promotional Campaign Rollout - Edith says . . .
 - MLTB 2013 Overview, Strategic Marketing and Operational Plan
 - "Around the Loop" Stakeholder recruitment opportunities

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contact us for information @
 theWOW@gmail.com

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