

# NEWS RELEASE

## PORT OF CHELAN COUNTY

Meeting of the Port Board of Commissioners and  
Pangborn Memorial Airport Governing Board  
Wednesday, June 23, 2010 - 8:30 a.m.

## *Meeting Highlights*

### **Pangborn Memorial Airport Business**

New Approach Procedure -- Airport Operations Manager Ron Russ informed the board that earlier this month the FAA published a new instrument approach procedure for Runway 30 (landing from the southeast) at Pangborn Memorial Airport. Unlike the Instrument Landing System, which is on Runway 12 (landing from the northwest), this new approach procedure utilizes global positioning satellites instead of ground-based navigational aids. The new approach procedure can only be utilized by aircraft and aircrews that have demonstrated the capability to meet the published performance criteria. Aircraft that are able to meet the most stringent performance criteria will be able to attempt a landing on Runway 30 with a 400 foot ceiling and one mile of visibility. This will further reduce weather related delays by giving pilots the option of landing from either direction on the main runway.

### **Port of Chelan County Business**

#### Chelan County Visitor Research Project

Jim Lillstrom, of Jim Lillstrom and Associates, presented the findings of his recent county-wide survey to discover current Chelan County visitor interests and tourist patterns. He reported that a total of 6,800 on-site surveys and 4,800 web surveys were conducted between June, 2009 and April, 2010 revealing visitor family composition, income levels, and distances traveled for their vacations in Chelan County. Lillstrom commented that much of the information was predictable, but there were a few interesting results as well. Local wineries are fast becoming a significant tourist attraction in this area, complementing the already popular recreation opportunities the county continues to offer its visitors. At the present time, Chelan County's primary competition for visitor dollars are the ocean beaches, Canada, Peninsula communities, and other wine-producing locations throughout Yakima, Walla Walla, and Tri-Cities. Visitor response indicated strong satisfaction with service quality, commenting that price/value for overall product was reasonable, though variety could be improved. The survey confirmed what tourism professionals in our area have long believed, that a high percentage of visitors to the Leavenworth venues travel from the Puget Sound region while many visitors to Lake Chelan travel from Puget Sound as well as the Canadian provinces.

Lillstrom noted that 59% of the survey respondents indicated they were "extremely likely" to recommend a Chelan County vacation/visit to a friend or colleague and that 78% would "probably" or "definitely" return themselves within the next twelve months.

The purpose of this survey was to help the Port fine-tune its joint tourism marketing efforts with area chambers of commerce, other tourism promotion entities, and the wine industry to attract more visitors and increase tourism spending within Chelan County. Funds in the amount of \$30,000 were specifically approved for this purpose in the Port's 2010 budget. The study methodology and questionnaires were reviewed by chamber and tourism professionals prior to the commencement of the project.

The power point information may be accessed from the port's website at [www.portofchelancounty.com](http://www.portofchelancounty.com) .

#### Executive Session

A brief executive session was called to consider real estate matters, with the following actions taken at its conclusion:

- Approved a lease agreement with Design Salt to temporarily lease under 5,000 sq. ft. in Building 5 at 210 Olds Station Rd. (a portion of the former JanSport building).
- Approved a three-year lease agreement with Design Salt for approximately 4700 sq. ft. of space at Building 3 - 238 Olds Station Road (portion of the west side of the current port administration building). This lease will take affect when prescribed improvements to the building have been made and will enable the tenant to move from its temporary Bldg. 5 space, as described earlier, to Bldg. 3. Design Salt currently occupies space in a building formerly owned by the Port that was sold to the Wenatchee School District for the expansion of its technical skill center facilities. The company designs, markets and distributes specialty outdoor/travel soft goods and requires space with quick access to the major highways serving the region.

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