
COULEE CORRIDOR BYWAY BEAT

Volume 4, Issue 1

Coulee Corridor Consortium – Coulee Corridor National Scenic Byway February 2015

CCC Kiosk Project Progresses

A National Scenic Byways grant is helping the Coulee Corridor Consortium reach its goal of installing community kiosks in several towns along a portion of the 150 mile long Coulee Corridor National Scenic Byway between Omak and Othello.

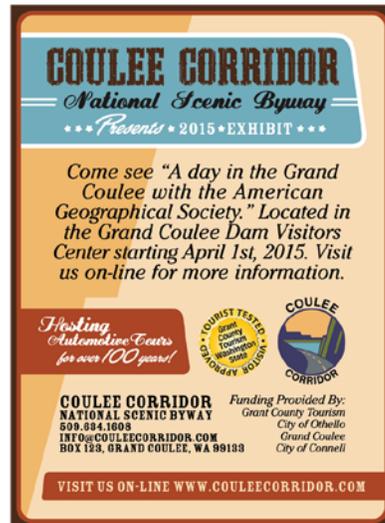
To date, the CCC has come up with a cookie-cutter template of descriptions for the Coulee Corridor's part of the panels. Photos are also being gathered. Now, the committed towns are in the process of putting together their original content that highlights features of their area.

Towns are in the process of precisely defining kiosk locations. After those locations are pinpointed, there is a rather lengthy permitting process that takes place. Though as many as seven kiosks were originally planned, there may only be enough funding for 3-5 depending on added costs. Towns that are waiting for final commitments include Electric City, Coulee City, Soap Lake, Othello, and Warden.

Multi-agency Effort Highlights History

Starting April 1, 2015 - October 31, 2015, an exhibit illustrating a historic car tour of the Grand Coulee which took place during the early part of the 20th century will be highlighted at the Grand Coulee Dam Visitor Center, Coulee Dam, Washington.

The U.S. Bureau of Reclamation (BOR), who manages the visitor center, is cooperating with the Coulee Corridor Consortium (CCC) and Electric City's Coulee Pioneer Museum on this project.



Approximately 18 feet of wall space on the north side of the Visitor Center is being set aside for photos, news articles, narrative and interpretive panels for the Coulee Corridor's photos. Another 10 feet of wall space is set aside on the west side of the Visitor Center for the Coulee Pioneer Museum who is providing display content about several families who lived in the Grand Coulee before its use as an irrigation reservoir. The historic event of note is the American Geographical Society's September 11, 1912 Continental Excursion.



In addition, the CCC is providing rack cards describing six stops along the Coulee Corridor National Scenic Byway as part of its FSI program. The "Flood Scene Investigator" Learn and Discovery Ice Age Floods road trip is an opportunity for casual visitors of all ages to learn about the ice age floods. Approximately 10,000 cards were printed and are available at several venues along the Coulee Corridor for visitors to use. Movies that explain ice age floods will continue to be shown at the Grand Coulee Dam Visitor Center and maps of tour routes will be available.

FSI
FLOOD - SCENE - INVESTIGATOR

LEARN ABOUT THE ICE AGE FLOODS STORY
12,000 to 17,000 years ago

Please use the corresponding numbered Coulee Corridor destinations below in conjunction with the map on the reverse side of this publication.

- 1 Grand Coulee Dam Visitor Center: Displays on Ice Age Floods and two movies - 47.959621, -119.986763
- 2 The Grand Coulee: a National Natural Landmark-Coulee Dam to Soap Lake. Stop at the top of Million Dollar Mile - 47.74215, -119.23221
- 3 Dry Falls Visitor Center: view of Dry Falls Cataract, displays of Ice Age Floods features, movies about The Ice Age Floods, gift shop - 47.596855, -119.398276
- 4 Lake Lenore: Hike to Lake Lenore Caves - 47.51712, -119.45531 also hike the ADA Watchable Wildlife Trail 900ft. packed gravel w/ view site - 47.51601, -119.49668
- 5 Soap Lake: Mineral water is separated into two zones; water & mud are renowned for their apparent curative properties - 47.391348, -119.484474
- 6 Drumheller Channels National Natural Landmark located west of Othello, WA in the Columbia National Wildlife Refuge - 46.903620, -119.306000

Learn and discover the Ice Age Floods story, at these stopping points along the Coulee Corridor National Scenic Byway, which follows the flood paths of the "Ice Age Floods National Geologic Trail".

COULEE CORRIDOR NATIONAL SCENIC BYWAY

COULEECORRIDOR.COM

The festival celebrates the Pacific flyway of approximately 25,000 Lesser Sandhill Cranes that stop in the area to feed and rest before continuing on to nesting sites in Alaska, Northern Canada and Siberia.

The sandhill crane festival offers a variety of fun, education and entertainment for the whole family to enjoy. Through the festival there are opportunities to take guided tours to view cranes, find prime birding habitats, travel to the Columbia National Wildlife Refuge, Palouse Falls and learn about the landscapes, agriculture, and geology of the area. There are children's programs, an art show, 4-H demonstrations, and vendors representing a wide variety of organizations. Pre-registration is suggested to reserve your seat as some tours fill up quickly. Registration for the Festival will begin in February 2015.

If you would like to be added to the Sandhill Crane Festival mailing list to receive the annual event brochure, please contact us at (509) 765-9618 or email

marie-lotz@conservewa.net

Take advantage of this great event in Othello. For additional information check out the website at: www.othellosandhillcranefestival.org.

Othello Sandhill Crane Festival

Mark your calendar for the annual Othello Sandhill Crane Festival set to fly March 27-29, 2015. The Festival will feature education classes, partner displays and featured banquet and bus tours to see cranes in the fields near Othello on the south end of the Coulee Corridor National Scenic Byway.

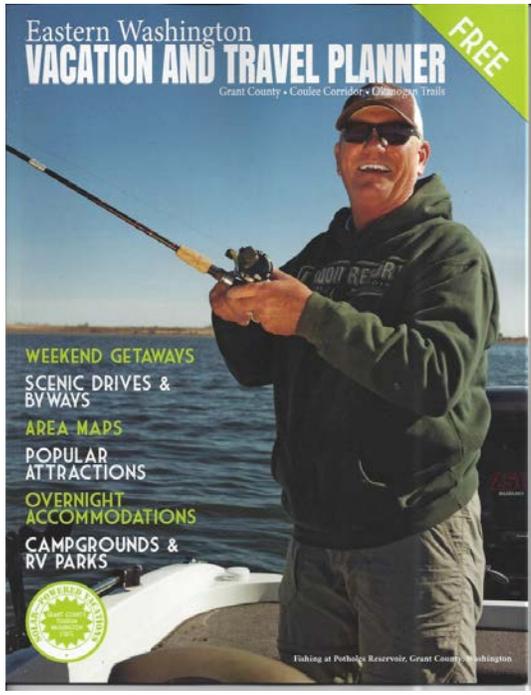


The Coulee Corridor National Scenic Byway is approximately 150 miles between Omak and Othello in north central Washington.

Eastern Washington Travel Planners

The Coulee Corridor Consortium has an integral part of a regional publication (whose cover is shown below). Fifty thousand copies of this colorful glossy magazine were printed and are distributed annually throughout Washington, the Pacific Northwest and points beyond.

To get your copy today, visit couleecorridor.com, request a copy or visit your local Chamber of Commerce.



Editor's Note: For those of you who may be challenged by the fine print in the Coulee Corridor's "A Warm, Friendly Welcome" page in the next column in the Eastern Washington Travel Planner posted here, here is what it says:

A Warm Friendly Welcome to the Coulee Corridor National Scenic Byway
- content provided by Tim Alling and Mark Amara

The land and water features will appeal to people interested in learning about history, geology, nature and agriculture, and those who want to experience a variety of recreational activities.

Regional cultural history is expertly displayed at museums and venues up and down the corridor including the Okanogan County Historical Society, Okanogan, Colville Confederated Tribes Museum, Coulee Dam, Coulee Pioneer Museum, Electric City, Dry Falls Visitor Center, Coulee City, Grant County Museum, Ephrata, Moses Lake Museum and Art Center, Warden Museum, Wilson Creek Bank Museum, and the Othello Community Museum.

Check out unparalleled scenery and recreation on byway waterways including

lakes and reservoirs on the Columbia River/ Lake Roosevelt/Lake Rufus Woods, Omak Lake, Banks Lake, Moses Lake, Potholes Reservoir, Crab Creek, and many wildly shaped scabland lakes.

Viewing and learning about the geology of the area can provide days and even years of discovery, insight, and fascination. Consider traveling portions of the Ice Age Floods Geologic Trail which overlaps the Coulee Corridor National Scenic Byway. Check out the Ice Age Floods story at Dry Falls Visitor Center in Coulee City and marvel at the Dry Falls cataract. Hike well established trails up and down the byways state parks in the region's shrub-steppe habitat. Consider staying to see the laser light show which is a nightly event on the Grand Coulee Dam face beginning May 23, 2015-September 30, 2015.

Hike, swim, fish, or boat along the myriad of scabland lakes throughout the length of the corridor. Take in the sights and wildlife at the Columbia National Wildlife Refuge or spend time in the Drumheller Channels, which is designated as a national landmark. Experience Soap Lake, a lake so salty no fish live in it though its waters and mud are world renowned.

Superimposed on the rugged landscapes of this area are the impacts of a gigantic irrigation project operating since the 1950s. The Columbia Basin Irrigation Project delivers water from the Columbia River at Grand Coulee Dam through Banks Lake, Billy Clapp Lake, Moses Lake, and Potholes Reservoir to hundreds of thousands of acres of area farms where dozens of crop varieties are grown. The water delivery super structures are massive and are complemented by a varied array of irrigation system hardware visible on every irrigated field.

NEW-EXPANDED DIGITAL ANALYTICS

Beginning with American Road magazine's Spring 2014 issue, the magazine transitioned from SocialOomph.com to ClickMeter.com. Clickmeter provides the ability to get detailed analytics reports. These reports include:

- 1) The number of clicks.
- 2) Identification of unique (UC), non-unique/repeat clicks (NUC), and bot activity. By tallying the unique and non-unique activity you obtain the actual human activity generated from your campaign.

Between March 1 through December 8, 2014 the Coulee Corridor Consortium's Coulee Corridor National Byway itinerary downloads in American Road magazine's website had the following downloads:

Itinerary downloads:

Total: 10,666

Unique: 8554

Non-unique: 320

Bot activity: 1792

Total Human downloads: 8,874

Clicks to home page:

Total: 2428

Unique: 1799

Non-Unique: 89

Bot activity: 540

Total Human clicks: 1883

Write-in requests via US mail: 41

Total human interactions: 10,798

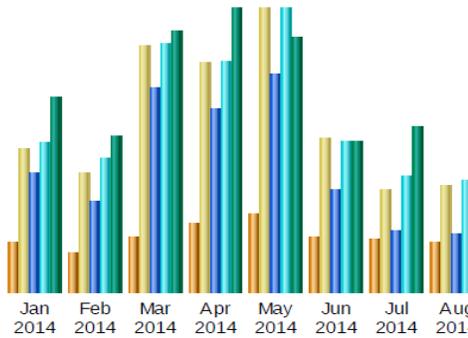
Here is a summary of website hits on www.couleecorridor.com.

Last Update: 11 Dec 2014 - 12:02
 Reported period: - Year - 2014 OK



Summary

Reported period	Year 2014			
First visit	01 Jan 2014 - 00:16			
Last visit	11 Dec 2014 - 07:05			
	Unique visitors	Number of visits	Pages	Hits
Viewed traffic *	<= 10,578 Exact value not available in 'Year' view	34,464 (3.25 visits/visitor)	122,572 (3.55 Pages/Visit)	167,913 (4.87 Hits/Visit)



Month	Unique visitors	Number of visits	Pages
Jan 2014	826	2,413	10,227
Feb 2014	640	2,010	7,759
Mar 2014	929	4,164	17,571
Apr 2014	1,145	3,862	15,844
May 2014	1,306	4,779	18,720
Jun 2014	911	2,593	8,767
Jul 2014	896	1,701	5,191
Aug 2014	836	1,795	5,007
Sep 2014	971	3,288	9,243
Oct 2014	895	3,029	8,804
Nov 2014	805	3,499	11,322
Dec 2014	418	1,331	4,117
Total	10,578	34,464	122,572

The majority of use comes from the United States followed by China, the Netherlands, the Russian Federation, Turkey, Poland, France, Great Britain, Romania, Canada, Germany, Sweden, Finland, Philippines, and Spain

Mark Your Calendars for the 1st Annual Columbia Basin Eco-Gardening Symposium being held April 25, 2015 9-1 PM at the Masto Room, Big Bend Community College. The Grant-Adams Master Gardeners and Grant County Conservation District are co-sponsoring this event. This year's symposium emphasis is on low water use landscaping.

Keynote speaker is Paula Dinius, urban horticulturalist, Chelan-Douglas County Extension who will speak on trees and shrubs for low-water use landscaping in the Columbia Basin.

Other speakers will address lawn watering, drought tolerant yards and gardens, and there will be a master gardener led Q&A panel for those with gardening questions.

To register for this free event, go to www.columbiabasinncds.org or via phone/in-person at:

Grant County Conservation District
 1107 S. Juniper Dr.
 Moses Lake, WA. 98837
 Tel: 509-765-9618

Registration may also be done at the door starting at 8:30 AM though the symposium will be limited to the first 100 registrants. There will be snacks and door prizes.



Visits duration

Number of visits: 34,464 - Average: 251 s	
0s-30s	
30s-2mn	
2mn-5mn	
5mn-15mn	
15mn-30mn	
30mn-1h	
1h+	
Unknown	

	Number of visits	Percent
	27,663	80.2 %
	1,450	4.2 %
	823	2.3 %
	1,428	4.1 %
	1,157	3.3 %
	1,604	4.6 %
	335	0.9 %
	4	0 %

Moses Pool Opens to All

The bleachers were packed inside the new permanent building housing the Moses Lake HS swimming pool for its new pool dedication ceremony on January 24, 2015. The “plastic bubble” covering the pool lasted years beyond its expected lifespan but had deteriorated to the point that it was long overdue for replacement. The new pool building was installed using a portion of left over construction bond funds after the Moses Lake school district finished other building project facilities. Additional state-of-the-art features include a functional (new) heating and ventilation system, bleachers for about 350 people, expanded changing rooms, and new starting blocks. The pool saga has been one of evolution and transition for many years. While the high school pool has been in place and operating since 2002, the permanent structure and all the other improvements were completed in October 2014. Before that, year round and high school swimmers used seasonal outdoor facilities Swedburg pool, 1962-1993, the South Campus above ground bubble covered pool in the 1990s, the Surf n’ Slide Water Park since 1994 and even hotel pools.

Chosen as a senior class project by current Moses Lake HS swimmer, Brenden Eslick, the January 2015 dedication event drew former graduated and current youth-adult

swimmers, parents, teachers, coaches, school board members families and friends, and top Moses Lake School District officials.

One of the ceremony’s highlights was to honor ML HS teacher, Tony St. Onge for whom the pool will be named. For more than 30 years, St. Onge has been one of the most vocal advocates and supporters for a permanent year-round swimming facility along. Even with all the challenges, St. Onge has worked hard to create a swimming legacy as a swimming teacher, age group and high school swimming coach, and motivator. There was a special ribbon cutting event, speeches, cake and drinks.

The pool is open for many users. It is currently cited as the most used classroom in the Moses Lake School District with the girls and boys swim teams using it during their respective seasons, all the 5th graders in the school district are provided swimming instruction during the school year and PE classes uses it. At other designated times before and after school, Manta Ray Aquatics swim team and the Masters swimmers are there while the pool is open 5 nights per week and Saturdays to the public.



St. Onge, center, is flanked by Moses Lake and school district officials

Upcoming Events at the Moses Lake HS Pool;
Eastern Washington District High School
Swimming Championships, February 6-7,
2015.

2015 Inland Empire Swimming/USA
Swimming Swimposium, April 11, 2015
including clinics for athletes, parents,
coaches, and officials at the Moses Lake HS
Pool. One of the instructors is Olympic Gold
Medalist, Aaron Piersol, a 3 time Olympic
swimming champion (2000, 2004, and 2008)
who won 7 gold and silver medals. Register
at www.ieswim.org by April 1, 2015.



Articles for April 2015 Byway Beat

Submit articles to Birdie Hensley or Mark
Amara

Newsletter Editors

Mark Amara *Birdie Hensley*

Cut here and return with your membership materials

The Coulee Corridor Consortium (CCC) wants your help and asks that people consider becoming 2015 members of the organization. The CCC is a 501 (C) (3) non-profit organization with tax exempt status. Benefits of organizational membership include: supporting the Coulee Corridor Consortium, keeping abreast of and participating in new activities and events sponsored by the Consortium along the Coulee Corridor National Scenic Byway, opportunity to help leadership by focusing positive attention on the corridor, be placed on mailing list for quarterly newsletter, and receiving increased member visibility as a listing on the Coulee Corridor website.

- \$25.00 Individual Membership Fee
- \$40.00 Family Membership Fee
- \$75.00 Business, Non-Profit, or Other Membership Fee

- \$15 Senior Citizen
- \$5 Ages 6-18 or student

Name: _____

Address: _____

City; _____ State ____ Zip_____

Phone: _____

Email: _____

Web page listing: _____

Send applications and checks to Coulee Corridor Consortium, PO Box 123 Grand Coulee, WA 99133

Editor's Note: Coulee Corridor Consortium Meetings are held monthly throughout the Region

The public is invited to attend any of these Friday lunch time events to find out what is happening and to participate in events and activities.

Coulee Corridor Consortium Officers
Tim Alling, Chair

Mark Amara, 1st Vice Chair

Ken Caylor, 2nd Vice Chair

Secretary - Vacant

Barb Caylor, Treasurer

Get Involved With Coulee Corridor Consortium Committees:

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Contact the Coulee Corridor at
www.couleecorridor.com OR, Call (509) 634-1608