

From: Toby Nixon
Sent: Wednesday, January 30, 2019 11:06 AM
To: Lorrie McKay <LMcKay@kirklandwa.gov>; Philly Marsh <PMarsh@kirklandwa.gov>
Subject: FW: Tourists and Parks in Kirkland

Here's the email I referred to earlier.

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From: Toby Nixon
Sent: Monday, February 01, 2016 1:43 AM
To: Michael Cogle
Cc: Kurt Triplett; Ellen Miller-Wolfe; Philly Marsh; Dave Asher; Shelley Kloba
Subject: Tourists and Parks in Kirkland

Hi, Michael.

As chair of the Tourism Development Committee, and also as a member of the council Parks committee, I'm interested in having a discussion about promoting Kirkland's parks as attractions for tourists. I'm thinking about "parks in Kirkland", not just parks owned by the city -- so including county and state parks. The promotion I'm thinking about would include, at the very least, adding more detail on the Tourism web site and other promotional materials, but could also include capital improvements to increase attractiveness to out-of-town visitors, etc. Here are some of the attractions I'm thinking about:

- Nature tourism - parks such as Juanita Bay, Yarrow Bay, Watershed, Edith Moulton, Totem Lake, O.O. Denny, Heronfields, Woodlands
- Mountain Biking - Big Finn Hill, others?
- Sports, including tournaments, invitational events, leagues (softball, baseball, lacrosse, volleyball, etc.) - Everest, Big Finn Hill, Peter Kirk, Crestwoods, Houghton Beach, 132nd
- Equestrian - Bridle Trails Park
- Boating - Marina Park, Juanita Beach Park, other waterfront parks [expanded moorage]
- Swimming - Peter Kirk [covered pool], Juanita Beach, Houghton Beach, O.O. Denny, Waverly Beach
- Concerts - Marina, Peter Kirk, etc.
- Reunions (family, school, etc.) - [large picnic shelters]
- Walking - Cross Kirkland Corridor, Big Finn Hill
- Biking - Cross Kirkland Corridor
- Art - all parks with public art
- History - McAuliffe, Heritage, Edith Moulton, etc.

Do you see what I'm getting at? Parks in Kirkland can themselves be assets that attract tourists, on an ongoing basis in addition to the special events we schedule now. I know the Parks Department's primary focus is on facilities for Kirkland residents, but I don't see a reason we can't also promote them to potential visitors (including the guests of residents).

It would be great to talk about what other features of our parks would be attractive to tourists, and what features and facilities could be added to promote more tourism (and also benefit residents of Kirkland)

such as vendors (bike rentals, boat rentals, etc.). I'm sure there are other ideas I haven't thought of, and other parks that I haven't listed above.

What do you think would be the best way to explore this line of thinking? I'd certainly like to talk with you, Jason, and others on the Parks staff. What do you think about doing a presentation to the Park Board to get them brainstorming about it as well?

Thanks for your thoughts on this!

Best regards,

-- Toby

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