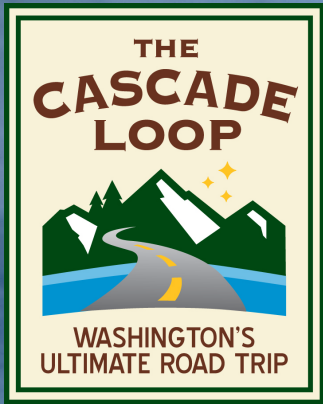




Annual Membership Meeting

AUGUST 27, 2025

AGENDA:

- *Call to Order/Introductions*
- *Vote on Board of Directors and Officers*
- *Fiscal Year-End Presentation*
- *2026 Goals*
- *Membership Renewal and Advertising Opportunities*

Board of Directors

- Monique Brigham, *[VP WEST]* Executive Director, Sedro-Woolley Chamber of Commerce
- Troy Campbell, Executive Director, Leavenworth Chamber of Commerce
- Debbie Copple *[PRESIDENT]* Executive Director, Sky Valley Chamber of Commerce, Sultan
- Katie Darrow, Events & Tourism Coordinator, City of Monroe
- Krista Loercher, Whidbey Island Kayaking
- Andrew Miller, Owner, Tulip Valley, Mount Vernon
- Henry Sladek, *[SECRETARY/TREASURER]* Owner, Cascadia Inn, Skykomish
- Valerie Stafford, Director, Concrete Chamber & Act One Ice Cream/Theatre
- Peyton Stockman, Hilton Garden Inn, Wenatchee
- Greg Taylor, Past President, Liberty Orchards/Aplets & Cotlets, Cashmere
- Kim Ustanik, *[VP EAST]* Historic Manson Main Street Association President

In a Nutshell:

The Mission of the Cascade Loop Association is to provide a world-class road trip for our visitors while delivering value to our members.

Established over 40 years ago, the Cascade Loop is a 440-mile Nationally designated "Scenic Byway" traveling through 7 counties of Washington State.

Funding mix: Memberships and County Lodging Tax and Grants.

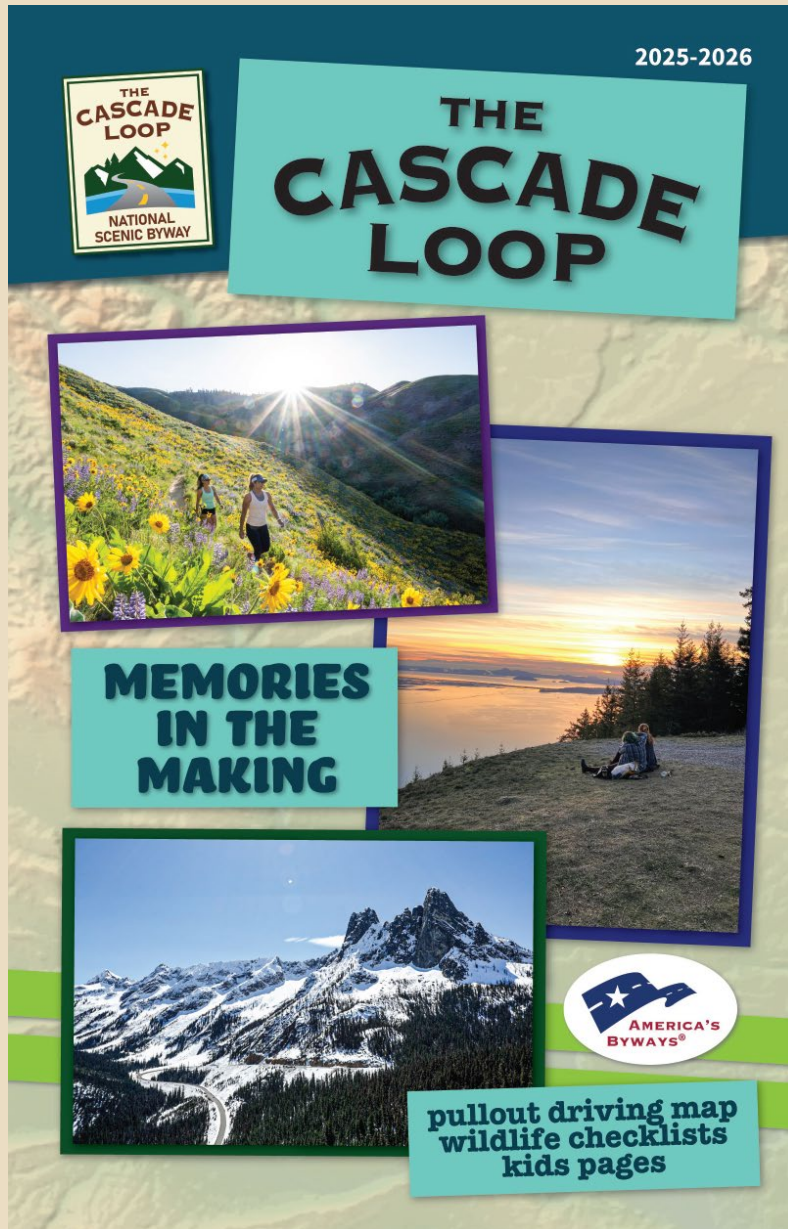


PRODUCTS:

- 80-page Printed Travel Guide (also available as a download, or viewable on devices)
- Website: Cascadeloop.com where Members listings appear, and other activity and attraction listings help prospective visitors plan their experience. **BOOK DIRECT allows visitors to find availability and rates for our lodging members.**
- Digital Newsletter: Opt-in List: 23K (list grows and purges, consistent open rate at over 45%)
- Social Media:
Facebook - 60k Followers
Instagram - 16k Followers

PARTNERSHIPS

- State of Washington Tourism
- National Scenic Byway Foundation
- Scenic Washington
- Washington Filmworks



2025/26 Travel Guide

“Memories in the Making” theme, including scrapbook, stickers and nostalgia look and feel

Continuing the Souvenir Passport Stamp continuing (**need prizes for March giveaway**)

Additional focus on our Book Direct feature

2026/27 Issue begins design in January – will be updating content with new places for visitors to explore!

Get the best rates when you book direct with our lodging partners at cascadeloop.com

Book Your Stay

Check-In

Check-Out

All Lodging

Check Rates

Methow River Lodge & Cabins. Lodge has private patios or balconies. Cabins include full kitchens and private hot tubs. 110 White Ave, (509) 996-4348, methowriverlodge.com

River Run Inn & Cabins. Bikes for guests, volleyball & badminton net and other outdoor games. 27 Rader Road, (509) 996-2173, riverrun-inn.com

Sun Mountain Lodge. Rooms, suites, or cabins and a spa onsite. Seasonal pool and hot tub. Amazing views from The Restaurant and Wolf Creek Bar and Grill. 604 Patterson Lake Rd, (509) 996-2211, sunmountainlodge.com

Winthrop Inn. BBQ picnic area, sand volleyball court, and riverside seating. 960 Hwy 20, (509) 996-2217, winthropinn.net

Wolfridge Resort. Year-round hot tub and seasonal pool. Kid's play area, 14 Wolf Ridge Ln, (509) 996-2828, wolfridge-resort.com

Winthrop Tubing
(509)-996-3153
WinthropTubing.com
Float the majestic waters of the Methow River with shuttle service from Abbycreek Inn

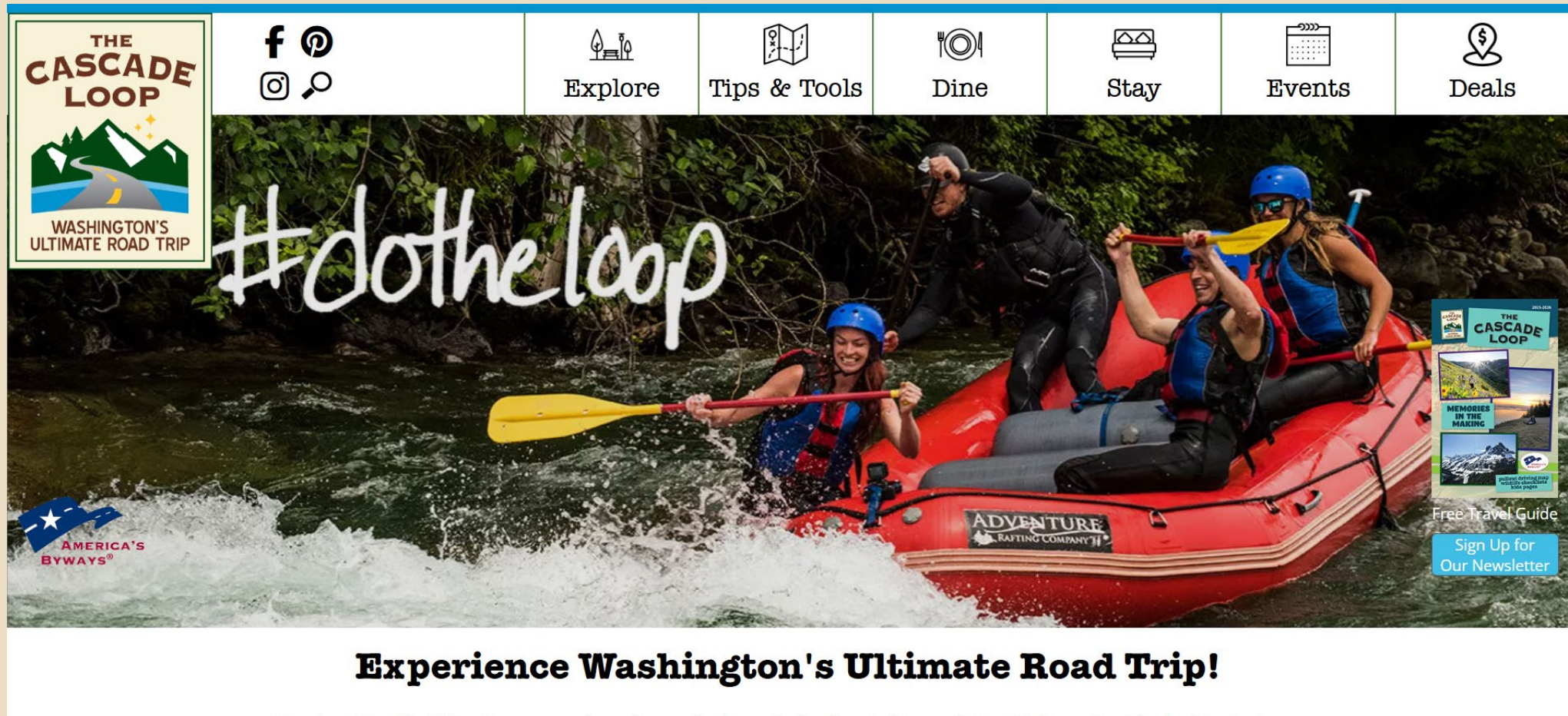








Abbycreek Inn
(509)-996-3100
AbbycreekInn.com
Vacation getaway in the heart of the North Cascades
WINTHROP, WA



Cascadeloop.com is in constant motion – regularly updating images and adding fresh content (Media Rich Members – talk to me about Blogs!)

Fiscal 2024/2025 Stats:

459k views (up 1.4%) | 167k users (up 2.2%) | Engagement Time up 4% | Engaged Sessions up 7%

Digital Newsletter

New Designer (Travel Guide Designer)

Opt-in List: 23k
(list grows and purges, Since Kadi, open rate is consistently over 45%)

Polling recipients

Sponsor Copy opportunity

Event callouts (from our Event Calendar)

Feature Callouts for Hikes, Sites, Activities

Blog Content Opportunity

THE
CASCADE
LOOP



**Autumn Adventures
in Skagit Valley**

Early fall in the Skagit Valley is the perfect blend of summer adventure and autumn charm. Warm, sunny afternoons invite cycling along scenic country roads, hiking forest trails framed by the first golden leaves, or kayaking the calm waters of the Skagit River. Salmon fishing peaks this time of year, drawing anglers to rivers and bays, while whale watching tours still offer chances to spot orcas and humpbacks in the Salish Sea.



Local farms brim with fresh apples, late-summer berries, and early pumpkins, alongside corn mazes and harvest markets. Add in lively brewfests, crisp evenings, and endless outdoor recreation, and early fall becomes one of the valley's most vibrant, activity-filled seasons.

Plan your Autumn Escape

PACIFIC NORTHWEST
NAVAL AIR MUSEUM

YOU'RE INVITED TO THE
Grand Opening
OF THE NEW MUSEUM!

545 AULT FIELD ROAD,
BUILDING D
OAK HARBOR, WA 98227

THURSDAY, AUGUST 21
11 AM



"Did this road trip, absolutely fabulous the scenery is unbelievably beautiful."
Beverly, Facebook

The Clock is Ticking!

Some Cascade Loop experiences are only open or available during the summer months. If you've been planning an adventure-filled trip, you may want to go soon!

Kayaking tours and rentals generally end in the fall



Slidewaters in Chelan is only open until Labor Day weekend



Ohme Gardens will close for the season on October 15



Most horseback tours are available through the fall



Learn more about Summer Adventures on the Loop!

Which region on the Loop do you enjoy exploring the most?

[Seattle Northcountry](#)
[Slevens Pass Greenway](#)
[Leavenworth/Cascade Foothills](#)
[Wenatchee/Columbia River Valley](#)
[Lake Chelan Valley](#)
[Methow Valley](#)
[North Cascades](#)
[Skagit Valley](#)
[Whidbey Island](#)

"Does any attraction, location or community on the Loop stick out as a favorite? If so, what and why?"

Terry Hanson said:

"The charm and beauty of Leavenworth ~ Kayaking on Lake Wenatchee ~ the awe of The North Cascades & Lake Diablo"

Lauren Miller said:

"Diablo Lake! The color and the views. We also liked the bread at the stop in Twisp. It was beautiful driving around Chelan, and we enjoyed stopping for fresh fruit in the region."

"How far did/will you travel to visit the Cascade Loop?"

Out of Country



Out of State



In Washington State, more than 50 miles from the Loop



In Washington State, less than 50 miles from the Loop

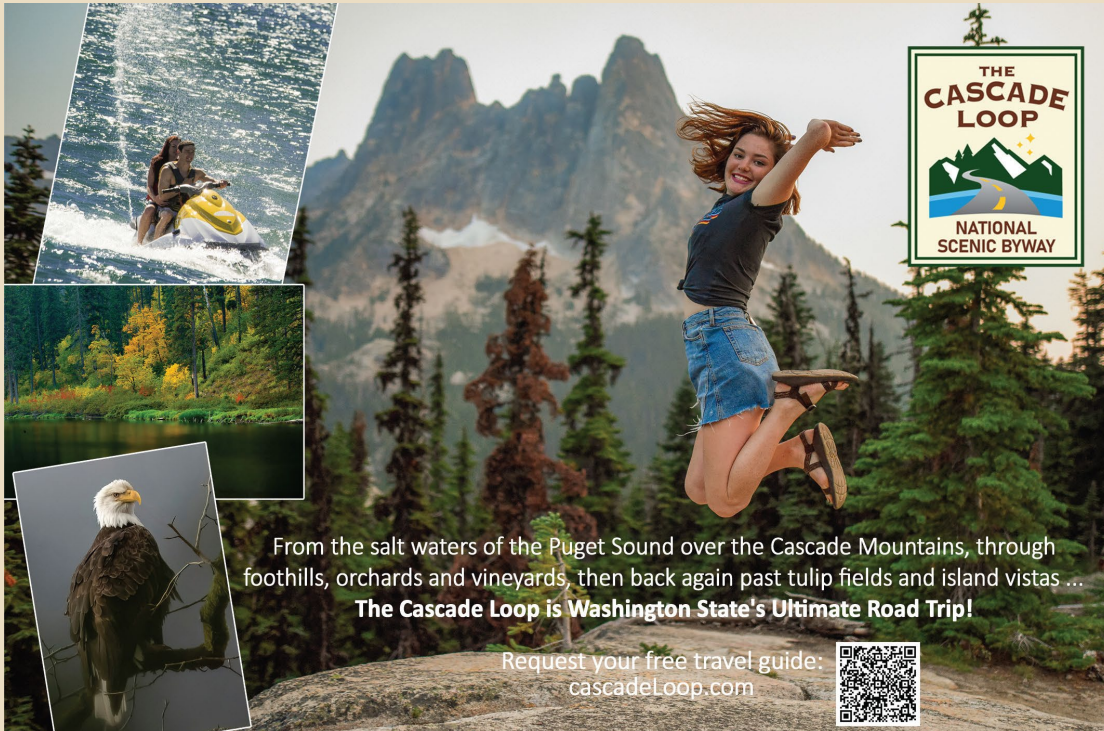


Advertising

American Road Magazine (4x year)
Road Tripper Audience
(Digital Component includes Itineraries)

Northwest Travel & Life Magazine
Travel Guide issue

Scenic WA >>>



From the salt waters of the Puget Sound over the Cascade Mountains, through foothills, orchards and vineyards, then back again past tulip fields and island vistas ...
The Cascade Loop is Washington State's Ultimate Road Trip!

Request your free travel guide:
cascadeloop.com



THE CASCADE LOOP
National Scenic Byway

Washington State's Ultimate Road Trip

Whidbey Scenic Isle Way

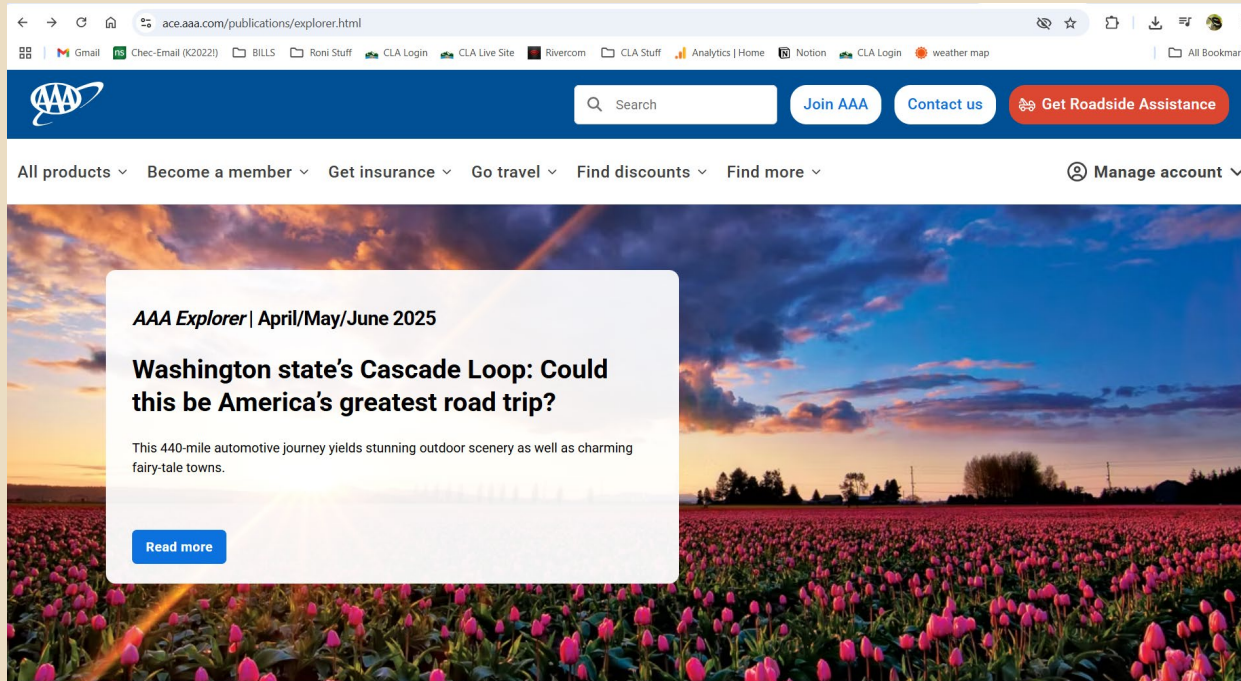
A 440-mile loop through a variety of landscapes, from salt water to mountain peaks, and back again.

Stevens Pass Greenway

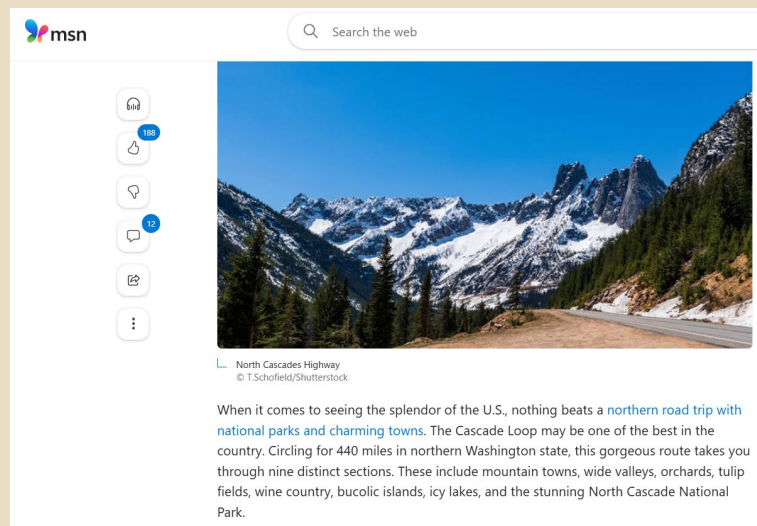
cascadeloop.com

9 unique regions on multiple designated scenic byways

North Cascades Scenic Highway



AAA Explorer (Texas)



MSN Home Page >>

Referrals From Guide Requests:

Westways magazine from Auto Club
 Lonely Planet
 MSN home page
 The Discoverer Blog
 NW Travel magazine
 Scenic Washington pamphlet
 World Atlas - 11 Best Road Trips To Take In WA
 New York Times article
 Ordinary Adventures blog
 Northwest Life & Travel Magazine
 Marriott Bonvoy website
 Curiocity Seattle page
 Adventures Northwest magazine
 Pioneer woman top road trips

Fun Comments:

- *Been debating since seeing your 'map' used as a wall hanging in a glorious condo in Glacier, WA!!*
- *Thank you for all of the good work you folks do to introduce travelers like me to new and interesting destinations. You're a big help!*
- *I'm looking forward to reading the information and making some plans! It's been on my bucket list to travel the north cascades. I hope I can while my health allows! Thank you for providing this and my thanks to everyone involved in making it happen.*

Stats Overview



Book Direct
Lodging
Referrals
up 32%
in July

Email
Marketing
Open Rate
Average:
39.9%

Online Travel
Guide Page
Views:
59,267
Downloads:
2441

Leads shared
with
Chambers:
10,754
(4927 email
addresses)

Geocache Trail



Locations around the Loop with a story to tell (private business opportunity**)

Can always use fun SWAG that fits in small containers/ammo cans

Currently one at Espresso Chalet, Index, Lincoln Rock (pictured) and River Run Inn in Winthrop.

Working on one in **Pybus Public Market.

plans for more at member businesses.

2026

Stand-Alone Map
Trivia Game
Pinterest
Podcasts



scenic byways washington

AI Mode All Images Maps Videos News Short videos More



Scenic Washington State

<https://www.scenicwa.com>

Best Road Trips in Washington State | Scenic Drives | Off the ... ✓

Explore 29 officially designated **Scenic Byways** that pass through the varied geographic regions of Washington, reflecting the depth of its scenic, cultural, and ...

Road Trips

Scenic Stories

Road Trip Series

Outdoor Recreation

◆ AI Overview



+11



Washington's most popular scenic byways include the **Cascade Loop**, a 440-mile circuit featuring the **Stevens Pass Greenway**, **North Cascades Highway**, and **Whidbey Scenic Isle Way**. Other notable byways are the Coulee Corridor Scenic Byway for its dramatic Ice Age scenery, the coastal Chuckanut Drive, and the All-American Roads, Chinook Pass Scenic Byway and International Selkirk Loop.



2026 Membership Cycle Begins this fall

Two Membership Levels

BASIC MEMBERSHIP \$299/year

- Your contact information in the printed/online travel guide, and a listing with up to 6 photos on the website

MEDIA-RICH MEMBERSHIP \$599/year

- Your contact info in the printed/online travel guide, and a listing with up to 24 photos/videos on the website
- Inclusion in itineraries with partners websites/magazines and social media exposure
- Display your menus, brochures, maps, coupons, etc.
- Bonus exposure in "Favorites" website features
- Additional promotion opportunities as they present themselves throughout the year.

Advertising Rate Card will be shared early next month.