

2016 Hall of Honor

Regional Treasure Category

TURTLE BAY EXPLORATION PARK

**In recognition of Turtle Bay Exploration Park,
the area's premier cultural and environmental education center**

Turtle Bay Exploration Park is located at the center of the 200-mile-long Sacramento River Parkway in Redding, California. The rich natural and human history of Turtle Bay made it a perfect choice for developing a world-renowned natural history, art and science museum campus. One of the most popular features of the TBEP is the Sandial Bridge, which has become a community icon.

The 300-acre Turtle Bay Exploration Park consists of the following:

35,000-square-foot museum building that includes science, art, and history exhibits and classroom space with a 3,000-square foot forest museum • Forest and Wildlife Center • Monolith outdoor public art exhibit • Museum store and coffee bar
Seasonal Butterfly House exhibit • 60-acre natural riparian forest • Four-acre demonstration forest
20-acre botanical gardens • One-acre native plant nursery • 100-acre oak savannah
Sandial Bridge at Turtle Bay, one of the largest working sandials in the world



TURTLE BAY
EXPLORATION PARK.



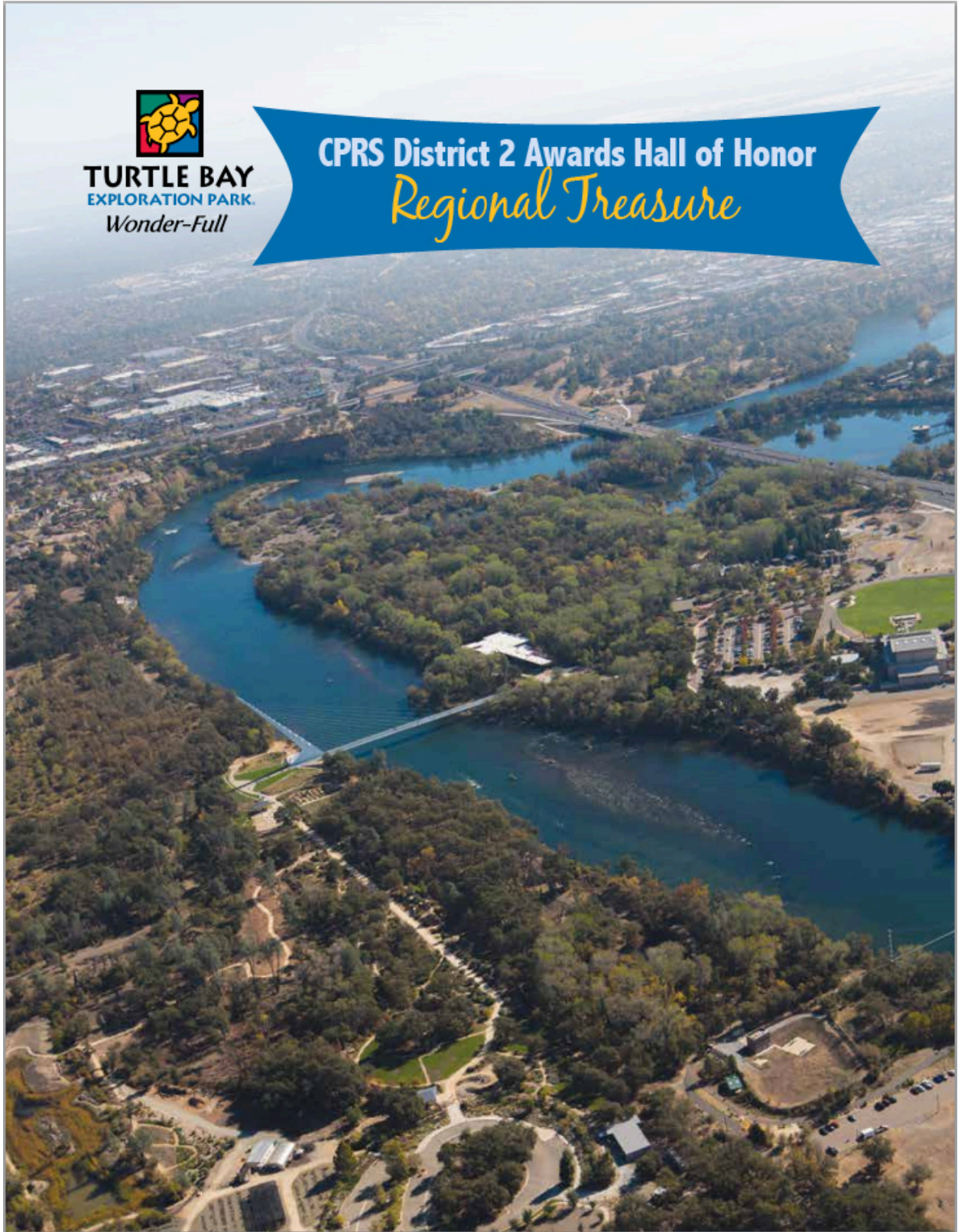
Last year, TBEP provided more than \$12,000 in donated park tickets and memberships to approximately 260 organizations for their fundraising efforts and to provide access for underserved individuals. TBEP offers free and/or discounted admissions to encourage greater participation in local events and other promotions through the year.

Partners:

City of Redding
McConnell Foundation
Bureau of Land Management



CPRS District 2 Awards Hall of Honor *Regional Treasure*



TURTLE BAY EXPLORATION PARK

BACKGROUND AND HISTORICAL SIGNIFICANCE



Through the vision, dedication, and efforts of a supportive community, Turtle Bay Exploration Park (TBEP) has become the area's premier cultural and environmental education center. Our mission is and has been to inspire wonder, exploration, and appreciation of our world and of this amazing historical and geographic section of California.

The bay itself at Turtle Bay is a location where wildlife and human interaction between the river and the land has occurred for hundreds of years. At this particular spot, the Sacramento River makes an abrupt change in direction, resulting in the deposit of rich alluvial soils that supported riparian vegetation and wildlife, with the river providing fish and water for irrigation. The first European settlers, as well as the native Wintu people, took advantage of the abundant bounty at Turtle Bay, and later generations utilized it for lumber milling, ranching, and gold dredging. Its gravel provided the base for the concrete for Shasta Dam, the second largest dam in the United States. This rich natural and human history of Turtle Bay made it a perfect choice for developing a world-renowned natural history, art, and science museum campus.

Turtle Bay Exploration Park has the good fortune to be located at the center of the 200-mile long Sacramento River Parkway, one of the most well-known recreation amenities in the north state. During the 1980s the City of Redding realized that its greatest natural resource, the Sacramento River, had been ignored and underutilized. In conjunction with the Bureau of Land Management, the McConnell Foundation, and community groups, efforts commenced to provide more public access and a system of trails. The Sacramento River Trail system was extended through Benton Ranch (now the McConnell Arboretum, one of the components of TBEP), and TBEP has partnered on further extension of the River Trail.



Four smaller local museums – Redding Museum of Art and History, Carter House Science Museum, Redding Arboretum by the River, and the Forest Museum – were merged into a consortium that became the basis for the newly planned Turtle Bay Exploration Park. Each museum had a specialization that lent itself well to the components that currently comprise TBEP. Our 300 acres now include:

1. 35,000-square foot museum building that includes science, art, and history exhibits, and classroom space

2. 3,000-square foot forest museum
3. Forestry & Wildlife Center, including Wildlife Woods, animal habitats, year-round aviary, and self-guided interpretive forest
4. Monolith outdoor public art exhibit
5. Museum store and coffee bar
6. Seasonal Butterfly House exhibit
7. 60-acre natural riparian forest
8. 4-acre demonstration forest
9. 20-acre botanical gardens
10. 1-acre native plant nursery
11. 100-acre oak savannah
12. Sundial Bridge at Turtle Bay

One of the most notable features of TBEP is the Sundial Bridge, designed by Spanish Engineer Santiago Calatrava. The bridge is frequently described as an architectural wonder and has brought international fame to TBEP. As the name suggests, the Sundial Bridge is actually one of the largest working sundials in the world. The sundial shadow traces such a large arc that it can record only four hours a day, from 11 a.m. to 3 p.m., except in the winter when the sun is too low on the horizon to create a shadow. The bridge is environmentally sensitive to its river setting, with a glass-surfaced deck providing light and no supports in the water to interfere with nearby salmon-spawning habitat. The bridge has brought increased public appreciation for the area, as visitors stroll across the Sacramento River, rest at the public plazas and benches on each side of the river, and admire the installations of artwork.



Turtle Bay is a valuable community resource. TBEP has partnered with local entities in Redding and throughout the North State to increase awareness of the well-being of children, education, healthy lifestyles, sustainability and cultural enrichment. Plans for future enhancements include a potential partnership with Redding Area Bus Authority (RABA) to add a TBEP bus stop, pilot programs for special populations including – but not limited to – those across the cultural, age, socio-economic, and disability spectrums, and improved physical access for those with special needs. TBEP will continue to provide opportunities and access where few existed before, both to our local community and to visitors to the North State.

TURTLE BAY EXPLORATION PARK SIGNIFICANT CONTRIBUTIONS

PROFOUND/ORIGINAL INFLUENCE ON RECREATION AND LEISURE OPPORTUNITIES



As far back as 1970, the City of Redding adopted its General Plan, which included the development of a river parkway, and by the 1980s the community showed strong support for opening the river corridor to more public opportunities. The City of Redding, the Bureau of Land Management, community groups, and the McConnell Foundation took an active role in acquiring lands and investing in public improvements along the river. By 2014, the river parkway and its environs had grown to include 25-miles of paved trail and more than 200-miles of non-paved trail. At the center of the parkway, and providing parking and access to trails in both directions, lies the 300-acre Turtle Bay Exploration Park (TBEP).

The museum at TBEP is stocked with artifacts from the area's former four small local museums, each of which had its own specialization. The permanent museum exhibits include a 22,000-gallon fresh water aquarium, a Shasta Caverns exhibit, an oak tree visible from the roots

up, a Wintu bark house, and artifacts presenting opportunities to explore local history. A continuous series of exhibitions – 75 temporary traveling and in-house curated thus far – within the museum has provided cultural and educational opportunities for visitors from all over the world.

For its younger visitors, Paul Bunyan's Forest Camp offers play structures for children, a 3,000-square-foot exhibit building focused on the area's early dependence on forestry, and a 350-seat amphitheater featuring live animal shows. The McConnell Arboretum and Botanical Gardens present opportunities for strolling and contemplation in a quiet setting, surrounded by 20-acres of Mediterranean-climate plants and numerous examples of stunning artwork by local artisans. A children's garden with delightful structures encourages outdoor activities, and a natural oak savannah with a beaver dam and extensive wildlife beckons visitors to explore the far side of the gardens.



One of the most popular features of TBEP is the Sundial Bridge, which has become a community icon. Its image adorns local community events, advertising for many local businesses, and marketing campaigns encouraging visits to Northern California. Its image and history have appeared in numerous publications, including *Forbes*, *Sunset Magazine*, *Via Magazine* (AAA publication), the *San Jose Mercury*



locals and out-of-town visitors.

News, the L.A. Times, MiModernArchitecture, SF Gate, Oregon Outdoors, and others. The bridge is an architectural wonder, designed by world-renowned engineer Santiago Calatrava to preserve the environment and salmon runs in the Sacramento River. It draws architecture fans, families, parents pushing children in strollers, older residents out for an evening stroll, runners, walkers, and bicyclists who continue onto the River Trail, and curious visitors from all over the world. The annual Summer Solstice event, when the sundial precisely indicates the time of day, has become popular with both

TBEP offers a myriad of recreation and leisure opportunities in the North State that did not exist before its inception. Its resources have provided activities and positive impacts for all its visitors, approximately 300,000 annually.

CONTINUE FOR GENERATIONS

With its diversity of entertainment options, TBEP offers opportunities to engage all age groups and will continue to do so into the future. Children who may have enjoyed Paul Bunyan's Forest Camp when it opened in April 1997 are now adults who bring their own families to sample the pleasures of TBEP. Grandparents bring their visiting grandchildren, and for many of them, a trip to Redding would not be complete without time spent at Turtle Bay. The park is in a constant state of evolution, with additional features – including a picnic pavilion, wildlife woods, and aquarium enhancement – designed to appeal to visitors of all ages for all time.

The most recent – and most ambitious – project underway is the construction of the Sheraton Redding at the Sundial Bridge hotel at Turtle Bay, with construction commencing October 2015. The hotel's access and connection to TBEP will continue to bring out-of-town visitors for generations to come.



CONTRIBUTIONS TO THE QUALITY OF THE DEVELOPMENT AND GROWTH OF INDIVIDUALS,
QUALITY OF LIFE, AND QUALITY OF CAUSES

Turtle Bay Exploration Park is proud to demonstrate its core value of community and commitment to improving the quality of causes. TBEP has provided more than \$12,000 in donated park tickets and memberships to approximately 260 organizations for their own fundraising efforts and access for the underserved during the past year. In addition, our “Great-Full Giving” program, in which park visitors who make a donation to a selected cause receive \$2 off admission, kicked off in December 2014.



Blood pressure screening at Walk this Way

TBEP believes that discounted admissions encourage greater participation in local events. During 2014, we were also able to offer free or discounted days during numerous local events, including Healthy Shasta’s Walk this Way at Turtle Bay, Kool April Nites Day at Turtle Bay, Nickel and Dime Days (the 5th and 10th of each month), First Fridays (May through September) and numerous other promotions throughout the year, as well as discounts for military personnel and their families.

By the end of 2014, TBEP had approximately 5,600 member households. For non-member families, TBEP provides three

Family Memberships to the Shasta Public Libraries that are available for checkout for any library card holders. In 2014, attendance was 104,000 including 55,700 member visits. TBEP is committed to improving the quality of life and the development and growth of its visitors through its programs, exhibits, and learning opportunities.



Walk this Way at Turtle Bay

CONTRIBUTIONS TO THE QUALITY OF THE DEVELOPMENT AND GROWTH
OF INDIVIDUAL OR GROUP TRAINING AND EDUCATION, LIFE FULFILLMENT OR LEISURE PURSUIT

Turtle Bay Exploration Park is proud of its outreach programs, bringing educational opportunities to school children throughout the year. More than 14,000 visitors a year experience our school tour programs, from northern California, western Nevada, and southern Oregon, to learn about the Sacramento River region, science, art, history, forestry, and horticulture. TBEP offers groups of students, from kindergarten through eighth grade, literally dozens of programs to contribute to their training and education. Some examples of these programs include examination of ecosystems, Wintu ways, aqua ecology, pollution, nano technologies and astronomy. These programs can be experienced on site – approximately 13,000 school children and their chaperones came on field trips in 2014 – or TBEP will bring its Exploration Classes directly to the schools.

Thanks to the generosity of local community members and organizations, Turtle Bay also has free school field trip programs in the following areas:

1. Museum Art Gallery Experience (MAGE) – a docent-guided art exhibition tour for Shasta County third graders, followed by a hands-on art project designed for creativity
2. Redding Electric Utility (REU) Energy Experience – an “electrifying” education program on energy conservation and electrical safety presented by REU staff for Shasta County students 3rd-5th grades. Students also learn about energy saving methods and renewable energy and are treated to an exciting demonstration of the power of electricity performed by experienced REU linemen.



TBEP provides a variety of professional development opportunities for teachers, including GEMS (Great Explorations in Math and Science), Famous Artists, Project Learning Tree, Project Wet, and Nanoscience curriculum. The “More to Explore” program offers a four-week workshop professional development series for early childhood educators and caregivers. Educators can utilize classroom kits and other educational resources provided by TBEP.

Our Summer Exploration Camps Programs contribute to life fulfillment and leisure pursuits for children in grades 1st-6th. Six-week-long summer camps encompass such diverse themes as “Weird Science,” “Aquatic Explorer,” and “Art Explosion.” Children enjoy hands-on explorations into nature, science and how things work, and every camp day includes creative arts and crafts, education, and games.

Encouraging lifelong learning for adults is a priority for TBEP in its continued efforts to provide education and information about local history and to host or curate temporary and permanent exhibitions that serve and satisfy community interest. Exhibition topics have been as varied as the local history and involvement of the Civil War in *Liberty on the Border* to the history and evolution of toys in *Toytopia* in the last year alone. Also, off-campus Educational outreach, such as to Market Street Fair and the Salmon Festival, reached over 600 people in 2014, which is double the number in 2013.



RECOGNITION, AWARDS, HONORS FROM THE GREATER PUBLIC

Turtle Bay Exploration Park has received numerous awards over its existence, including:

- 2000 AIA Seattle: Award of Commendation for Design
- 2000 National Trails Award for State of the Art Technology: Turtle Bay Calatrava Pedestrian Bridge on the Sacramento River Trail - Bringing innovative design with technical achievement!
- 2001 AIA Northwest and Pacific Region: Award of Merit
- 2003 California Environmental Honor "WRAP of the Year" Winner for Outstanding Waste Reduction

More recently:

- 2009 Record Searchlight "Best of the North State": Best Attraction
- 2009 Rotary District 5160 Governor's Service Above Self Award: Beverly Stupek, Development Officer
- 2010 Record Searchlight Best of the North State: Best Attraction
- 2010 Rotary District 5160 Governor's Service Above Self Award: Beverly Stupek, Development Officer
- 2010 Smart Business Resource Center: Best Non-Profit Employer
- 2011 Healthy Shasta: Bike Friendly Employer of the Year
- 2011 Record Searchlight "Best of the North State": Best Attraction
- 2011 Redding Record Searchlight "20 under 40": Megan Conn, Development Manager
- 2012 Redding Record Searchlight "Best of the North State": Best Place to Take the Kids
- 2012 Redding Record Searchlight "Best of the North State": Best Attraction
- 2012 Redding Record Searchlight "Best of the North State": Best Place to People Watch (Sundial Bridge)
- 2012 Animal Behavior Management Alliance (AMBA) "Sharing the Knowledge Award": Sharon Clay, Curator of Animal Programs
- 2012 Rotarian of the Year for Redding East Rotary: Bev Stupek, Development Officer
- 2013 Redding Record Searchlight "Best of the North State": Best Place to Take the Kids
- 2013 Redding Record Searchlight "Best of the North State": Best Attraction
- 2013 Redding Record Searchlight "Best of the North State": Best Place to People Watch (Sundial Bridge)
- 2013 Trip Advisor "Certificate of Excellence"
- 2013 Rotarian of the Year for Redding East Rotary: Bev Stupek, Development Officer
- 2014 Redding Record Searchlight "Best of the North State": Best Place to Take the Kids
- 2014 Redding Record Searchlight "Best of the North State": Best Attraction
- 2014 Redding Record Searchlight "Best of the North State": Best Place to People Watch (Sundial Bridge)
- 2014 Redding Record Searchlight "Best of the North State": Best Place to be Seen
- 2014 Trip Advisor "Certificate of Excellence"
- 2014 Yelp "People Love Us on Yelp" Award
- 2015 Trip Advisor "Certificate of Excellence"
- 2015 Yelp "People Love Us on Yelp" Award
- 2015 Redding Record Searchlight "Best of the North State": Best Place to Take the Kids

CONTRIBUTES TO THE ECONOMIC VITALITY OF THE REGION

Turtle Bay Exploration Park is an active contributor to the economic vitality of the region as an employer, a producer, and a consumer. TBEP pays employees, purchases supplies, contracts for services, and acquires assets within the community. These actions, in turn, support local jobs and businesses, create household income, and generate revenue to local and state governments.

TBEP is proud to demonstrate its commitment to community and contributions to the economic vitality of the region through support of other nonprofits and underserved audiences. Though dependent on donations to operate, TBEP is a good neighbor in this community, providing in 2014 more than \$12,000 in donated park tickets and memberships to approximately 260 organizations for their own fundraising efforts and access for the underserved. Although 118 of these organizations were from Shasta County, 142 were from outside the county, bringing potential tourists from throughout California and Oregon whose dollars spent in food, lodging, and recreation help support the local economy.

Locally, since 2008 TBEP has hosted (and sponsored all marketing materials – posters, flyers, ads) the regional Sunday Farmers Market in the parking lot of the Sundial Bridge. We are pleased to be able to provide opportunities for our neighbors and other visitors to purchase fresh, locally grown produce.

Overall, TBEP has had a major impact on Shasta County's economy. A 2007 study conducted by Americans for the Arts on the economic impact of TBEP and its visitors showed a *direct* impact (spending by TBEP and its visitors) of \$9,623,095. This included 233 full-time equivalent jobs as well as \$1.1 million in revenue generated to both local and state governments. In addition, visitors surveyed reported

spending a total of \$3.4 million (aside from park fees) as a direct result of their visits. Americans for the Arts describes TBEP as a "\$9.6 million economic engine in Shasta County ..."

The final example of TBEP's contribution to the economic vitality of the region is the construction, staffing, and subsidiary operations associated with the Sheraton Redding at the Sundial Bridge hotel at Turtle Bay, a 130-room, 4-star facility with 4,000 square feet of meeting rooms, a restaurant, and an outdoor event pavilion. Local tradespeople are employed in its construction and, when



Turtle Bay's badger performing the ceremonial groundbreaking for the new hotel

completed and fully operational, the hotel will provide jobs for approximately 70 people. Subsidiary services (laundry services, food and beverage suppliers, etc.) will benefit, as well as local activity vendors (kayak rentals, bicycle shops) and restaurants. Overall this project will result in a positive economic impact on the region for years to come.

APPENDICES

- Guest Comments
- Letters of Support
- Park Brochure
- Guest Guide
- 2015 Member Calendars
- Education Brochure
- Gardens Brochure

TURTLE BAY EXPLORATION PARK GUEST COMMENTS

This was a fantastic first stop on our families Hwy 101 road trip. Way to put teamwork and problem solving directly in good ol' family fun!

The Lehman Family had a great time! Great variety of challenging exercises!

Turtle Bay Elementary Field Trip Day! We love TB ☺

Having a wonderful time, one of my favorite themes that Turtle Bay has had yet!

Intellectually challenging-Thanks-my head hurts now

Way to start our summer adventure here in our new home! Became members and will be back soon.

Such a fun place to explore, learn and play for all ages! Thanks for adding to our vacation.

Took two visits to join the mindbender society! Great stuff! We love Turtle Bay!

I'm going to write my opinion in Spanish cause I'm from Spain, OK? AMAZING, AWESOME! ¡ASOMBROSO! ¡IMPRESIONANTE!

Whoever had the idea for this place is a genius. ☺

Turtle Bay never ceases to amaze me at the creativity and effort to making it so cool for my family to visit!

Yummie-Brought back some great memories. From San Jose CA

My kids and wife liked this. I cannot believe how well Turtle Bay is organized and managed.

I learned so much. I loved it. I thought the food dye thing was interesting.

3rd time back! Family and I love it! 18 mo. Old daughter loves all the interacting stuff (buttons, flaps, etc.) We will be back! Thank you!

Well done – great variety & presentation. Please keep the art shows coming.

I thought this place is just so educational for the kids. On this day my heart was touched. So touching OMG!!

So awesome! Such a blessing to have this in Redding!

I loved it dude.



CITY OF REDDING

FRANCIE SULLIVAN, MAYOR

777 Cypress Avenue, Redding, CA 96001

P.O. Box 496071, Redding, CA 96049-6071

530.225.4447 FAX 530.225.4463

September 25, 2015

To Whom It May Concern:

It is my pleasure to support Turtle Bay Exploration Park's application for inclusion in the California Park and Recreation Society (CPRS) District 2 Hall of Honor as a "Regional Treasure."

Turtle Bay has been a "treasure" in the eyes of Redding residents since its inception, providing educational, cultural, and scientific benefits at the highest possible level. Its insightful exhibitions and ongoing educational offerings have enlightened and enriched local adults and school children for many years. Not just a mere museum, it has grown to be a multi-faceted educational experience spanning many disciplines with a strong focus on our local environment.

Beyond its benefits to Redding-area residents, Turtle Bay has proven to be an important and valuable economic treasure as well. With its proximity to the world-renown Sundial Bridge, it is among the most popular tourist destinations in our area. It is a cultural magnet that encourages visitors to spend time – or more time – in our City to the benefit of our local economy. It's value in direct impacts, such as the jobs it provides, is just a small part of the benefits we derive from "ripple-effect" spending on services and products in our area.

Turtle Bay has not been content to rest on its accomplishments. Instead, it has continued to focus on the future, looking for ways to better improve the experience it provides, whether through new programs, facilities or partnerships.

In every respect, Turtle Bay Exploration Park seems worthy of the designation by your organization as a Regional Treasure.

Sincerely,


Francie Sullivan
Mayor



September 28, 2015

Kelly Gonzales, Chair
CPRS District 2 Hall of Honor Nomination Committee
8820 Elk Grove Blvd., Suite 3
Elk Grove, CA 95624

Dear Ms. Gonzales:

It is my pleasure to write a letter in support for Turtle Bay Exploration Park in Redding, California, as a nominee in the Regional Treasure Category of the 2016 Hall of Honor Awards.

The Greater Redding Chamber of Commerce is an association of businesses organized to improve the business climate and contribute to the economic health of its membership and the Greater Redding area; we serve the Redding community by supporting our members. Turtle Bay Exploration Park has been a member of the Redding Chamber for several years and we are proud to support the Park and what it contributes to our community.

Many of Redding's greatest draws are touched or enhanced by Turtle Bay Exploration Park and the Sundial Bridge. The Park is a gathering place for locals and travelers because of its location, spanning the Sacramento River and at the gateway of the River Trail system. The area hosts fly fishers and kayakers on the river, runners and cyclists on the trails, and a host of tourists and locals, alike, just to see the architectural beauty that is the Sundial Bridge. The Museum is a cultural hub in our community that provides education for students, families, and visitors about art, local history, science, wildlife, and forestry. Turtle Bay's Mission is to inspire wonder, exploration, and appreciation of our world and the staff and facility does so for hundreds of thousands of people every year.

Turtle Bay Exploration Park benefits the entire Redding community and our visitors and I hope you vote in favor of Turtle Bay for the Regional Treasure Award.

Sincerely,

Frank J. Strazzarino Jr.
President/CEO, Redding Chamber of Commerce
530-225-4433, ext. 110
Frank@reddingchamber.com

September 29, 2015

Kelly Gonzales, Chair
CPRS District 2 Hall of Honor Nomination Committee
8820 Elk Grove Blvd., Suite 3
Elk Grove, CA 95624

Dear Ms. Gonzales:

It is with pleasure that I write this letter of support for Turtle Bay Exploration Park for the 2016 California Park and Recreation Society, District 2, Hall of Honors Regional Treasure Award.

Turtle Bay Exploration Park has been an institution in Redding for nearly two decades. In that time, it has become the premier cultural and environmental education center for northern California.

The Park focuses heavily on education and the importance of the pursuit of knowledge at any age, encouraging guests, young and old, to learn about local history, art, and wildlife in fun and interactive ways. From the exhibitions to the classes offered both on and offsite. Turtle Bay incorporates enjoyment, healthy movement, and activity whenever possible and works to enhance interdisciplinary learning between art, history, and sciences.

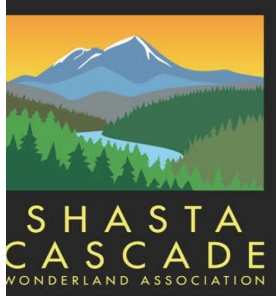
I am proud to actively support Turtle Bay Exploration Park. I served on the Turtle Bay Board of Regents and Development Committee from 2003 to 2014. I am also the founder and a supporter of the hands on Museum Art Gallery Experience offered free for all 3rd grade students in Shasta County, which has been in existence for the past 8 years.

Turtle Bay Exploration Park truly is a treasure in our community, as well as the region, and I sincerely hope you vote to honor the Park as such.

Sincerely,

A handwritten signature in black ink, reading "Kristen Schreder". The signature is fluid and cursive, with the first name "Kristen" and last name "Schreder" clearly legible.

Kristen Schreder
Redding City Council Member



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Phone: (530) 365-7500 • Fax (530) 365-1258
www.shastacascade.com • email: info@shastacascade.org

Promoting Economic Development through Recreation & Tourism in
the Counties of Butte, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama and Trinity

September 28, 2015

Mr. Ed Rullman, Chair
Best Western PLUS
Hilltop Inn
Redding

**Mr. Dave Gowan,
Vice Chair**
Tehama County
Chamber of Commerce
Tehama County

**Mr. Jeff Titcomb,
Secretary/Treasurer**
The Hideaway Motel
Plumas County

Ms. Patricia Hagata
Lassen County Chamber
Lassen County

Ms. Debra Lucero
Butte County Cultural
Tourism
Butte County

Ms. Lorissa Soriano
Modoc Interagency
Recreation Tourism
Modoc County

Mr. Matt Doyle
Lake Shasta Caverns
Shasta County

Mr. Michael Han
The California Parks
Company
Shasta County

Ms. Kelli Gant
Trinity Lake Revitalization
Alliance
Trinity County

Ms. Tina Peluso
Great Shasta Rail Trail
Association
Shasta County

Mr. Jim Mullins
Mt. Shasta Chamber
Siskiyou County

Dear California Park and Recreation Society, District 2,

We appreciate the opportunity to express our endorsement of Turtle Bay Exploration Park for the Hall of Honor "Regional Treasure" distinction. We support Turtle Bay Exploration Park as members of the community, but also as destination marketers: Turtle Bay makes our jobs considerably easier to do!

Redding is the largest city and de facto cultural hub of the Shasta Cascade region, which comprises 25% of California's area, and Turtle Bay Exploration Park is the cultural hub of Redding, making its role in far northern California critical. As a rural destination (despite all that space, Shasta Cascade claims only 3% of California's population), we rely on recreation and leisure to entice visitors from all over the world. People come for unspoiled beauty, unforgettable wilderness attractions, and the significance of having experienced nature in a way no urban destination can offer. Turtle Bay is an important touchpoint in that experience, providing an educational and artistic lens through which visitors can process their encounters with the natural world.

Shasta Cascade annually welcomes scores of Bay Area and southern California visitors seeking to escape the concrete jungles and suburbs. These urban-based visitors can begin their journey by playing at Turtle Bay, where they learn about our area and are inspired to get out on the trails and waters to see for themselves. Their counterparts – visitors comfortable with the great outdoors but also accustomed to their city's cultural opportunities – enjoy Turtle Bay as a fresh take on the museum, gallery, and park experiences they know and love back in the city. Both groups take home a host of memories, but also a considerably higher esteem for Redding as a destination that celebrates the natural world in an artistic, modern, and accessible way. Without this important distinction, our destination is perceived as beautiful, but too underdeveloped to host a comfortable family vacation, weekend with friends, or romantic getaway.

Travel-generated employment, tax revenues, and secondary impacts have always been crucial to our region's economic sustainability, especially in the last seven years. Turtle Bay Exploration Park's presence has been singular in contributing to our brand promise of being an outstanding cultural and outdoor destination, and to keeping us competitive in the leanest of times. Turtle Bay's continued improvement and distinction will ensure that as travel worldwide regains its pre-recession momentum, Redding and Shasta Cascade can continue to rely on the essential financial impact of visitors drawn to a place that truly values the natural world around it.

Sincerely,

Laurie Baker
General Manager, Shasta Cascade Wonderland Association