



**Contact:** Annique Bennett  
Strategic Tourism Plan Coordinator  
[Annique.Bennett@snoco.org](mailto:Annique.Bennett@snoco.org)  
(425)388-3263

## **Public Invited to Assist with Tourism Promotion Project at Paine Field**

*Wayfinding assessment presentation and workshop will be held on Tuesday, March 21, 2017 from 6:00 p.m. to 8:00 p.m to give input on design*

**EVERETT, Wash., March 16, 2017** – Snohomish County Department of Parks, Recreation and Tourism and Tangram Design are hosting a public presentation with a hands-on engagement workshop to gather input from business owners, residents, and other stakeholders about how to improve wayfinding to visitor attractions and museums at Paine Field.

George Lim, Principal Partner with Tangram Design, LLC., will present his design team’s initial site assessment of existing visitor wayfinding elements and how they are working, or not, to direct visitors to the attractions and museums in and around the Paine Field campus. Lim will gather input from the community on design concepts and give participants an opportunity to provide their thoughts about the project. Information gathered in this meeting will influence the planning and designs for the next steps in updating signs.

“Community participation is important to the success of this project and will help the design team adapt and tailor design solutions to meet the specific needs of the attractions, community, and environment. Our goal is to create an engaging, visitor-friendly system that strengthen positive impressions as folks visit the many museums and attractions in and around Paine Field,” said Lim.

The project, funded with Snohomish County Lodging Taxes, is led by the County Parks, Recreation and Tourism Department as an initiative of the County Strategic Tourism Plan to increase visits to the aviation attractions at Paine Field and encourage more spending by tourists.

“Many world-class museums and attractions are embedded in the hard-working landscape of Paine Field, the location of the world’s largest building by volume and home for the largest manufacturing plant in the region,” said Dave Somers, Snohomish County Executive. “We want visitors to quickly and easily find the many attractions at Paine Field. We hope this project will provide ease of access, boost awareness of these assets, and encourage visitors to stay longer and return more often.”

The meeting will be held at Flying Heritage Collection, Hanger B, 3407 109<sup>th</sup> St. SW, Everett, WA 98204.

Museums and attractions at Paine Field include the Future of Flight & Boeing Tour, the Flying Heritage Collection, the Historic Flight Foundation, the Museum of Flight Restoration Center and the soon-to-open High Trek Aerial Adventure Course at Paine Field Community Park.

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