

Business Retention and Recruitment <i>Goal: The City supports the continued success of local businesses and recruits businesses that meet the retail needs of residents, offer diverse employment opportunities, enrich the City's unique character, and generate revenue to support City services.</i>			
#	Proposed Policy / Topic	May 17, 2023 EDC Meeting Feedback	Revised Policy
1.1	Prioritize the location of smaller-scale, locally-based, and independently-owned businesses in the downtown historic district that add to its unique commercial environment.	Looking for more business diversity downtown: preference would be to not bring in businesses that will cannibalize from one another (coffee shops for example).	Encourage the location of a diverse range of smaller-scale, locally-based, and independently-owned businesses to locate in the downtown historic district.
1.2	Pursue strategies to recruit businesses that will capture a greater share of residents' spending on retail goods and services.	Staff input.	Pursue strategies to recruit businesses that will capture a greater share of residents' spending on retail goods and service without compromising the City's small-town look and feel.
1.3	Type/sector of businesses the City would like to recruit	Potential Business "Sectors" To Target • Wine, Weddings, Movie Production • Outdoor recreation ○ Has exploded in the last few years ○ Could include bike shops, hiking/biking gear ("baby REIs") ○ Associated businesses like breweries, restaurants – opportunity to tie this back to the local, unique business environment of downtown.	Position Snoqualmie to capitalize on emerging economic sectors in the Snoqualmie Valley, including wine tourism, weddings, film production, and outdoor recreation and events.
1.4	Recruitment for environmental sustainability, climate change, resilience, businesses that promote environmental and socially responsible business practices.	Not necessary to focus on environmental sustainability. Note: Puget Sound Regional Council (PSRC) recommends including a policy on this topic.	Prioritize the recruitment of businesses that follow environmental and socially responsible business practices.

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1.5	Prioritize the recruitment of businesses and business sectors that support living wage jobs.	Skepticism that living wage jobs are realistic in Snoqualmie.	Prioritize the recruitment of businesses that create jobs with higher-than-average wages that are accessible to a wide range of potential employees.
1.6	N/A	Policy re: vacancy-specific recruitment	Strategically recruit businesses based on the features of individual vacant commercial and industrial spaces.

Business Climate <i>Goal: The City fosters a business climate that facilitates economic development through its regulations, permit review processes, and enforcement actions, while effectively preserving and protecting the area's environmental and cultural resources.</i>			
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2.1	Cultivate a policy and regulatory environment that is conducive to the success of local businesses and helps to achieve the City's economic development goals.	Remove 'local businesses.'	Cultivate a policy and regulatory environment that helps to achieve the City's economic development goals.
2.2	Consider potential impacts, including risk of physical, economic, environmental, and cultural disruption or displacement, on local business when creating or updating policies, regulations, investments, or programs.	None.	Consider risk of physical, economic, environmental, and cultural resource disruption or displacement on local business when creating or updating policies, regulations, investments, or programs.
2.3	Ensure that the City's actions promote opportunity for and remove barriers to economic development for all residents.	None.	Ensure that the City's actions promote opportunity for and remove barriers to economic development for all residents and consider opportunities to partner with a Community Business Connector (CBC), Snoqualmie Valley Economic Alliance, and Snoqualmie Valley Chamber of Commerce to address racism, linguistical, cultural, geographical and financial barriers facing small businesses.
2.4	Strive to provide opportunities for business owners to share challenges and opportunities of the local business environment.	None.	Strive to provide opportunities for business owners to share challenges and opportunities of the local business environment.
2.5	Ensure business owners have accurate and timely information on permit applications and other review processes related to business operations.	None.	Ensure business owners have accurate and timely information on permit applications and other review processes related to business operations.

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2.6	Apply and enforce rules consistently across all business types and locations.	None.	Apply and enforce rules consistently across all business types and locations.
2.7	None.	Staff input.	Encourage local businesses to utilize evolving technologies that lead to increased competitiveness, innovation, efficiency, productivity, and job opportunities.

Planning and Investment <i>Goal: The City effectively advances its economic goals through its land use regulations, long-range planning, and capital investments.</i>		
#	Proposed Policy / Topic	June 21, 2023 EDC Meeting Feedback
3.1	Ensure City investments, plans, and regulations promote economic growth and facilitate the expansion of the City's retail base equitably across all City commercial areas, business types, and communities.	
3.2	Advocate for Snoqualmie's economic interests at the county, regional, state, and federal levels.	
3.3	Consider expansion of the downtown historic district to accommodate more retail options for locals and visitors.	
3.4	Work with intergovernmental partners to secure more frequent transit service to and within Snoqualmie.	
3.5	Implement land use policies that attract businesses with higher employment density and offer commercial spaces of varying sizes to accommodate businesses of different scales and provide space for small businesses to grow.	
3.6	Encourage the development of housing options that are affordable for the full range of employment options in the City.	
3.7	Ensure that economic growth and development is balanced with environmental and cultural resource protection.	
3.8	Encourage the creation of public gathering spaces near commercial areas in a manner that promotes commerce.	

Planning and Investment		
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3.9	Preserve the Master Planned Business Park land use designation, focused on office, research and development, and light manufacturing/industrial uses, within the City’s potential annexation area (PAA).	
3.10	Ensure land use regulations support and promote development of appropriate forms of overnight lodging for the downtown historic district.	

Enhancing and Leveraging Community Assets		
<i>Goal: The City promotes desired economic development while preserving the unique features of Snoqualmie that residents most value.</i>		
#	Proposed Policy / Topic	June 21, 2023 EDC Meeting Feedback
4.1	Protect and promote the City's distinct mix of natural beauty, historic buildings, rich cultural heritage, and walkable communities to foster desired economic development.	
4.2	Ensure that key gateways to the downtown historic district, including where Snoqualmie Parkway and Meadowbrook Way SE intersect Railroad Ave SE, are reflective of the City's architectural character and facilitate movement to downtown.	
4.3	Leverage Snoqualmie's distinctive sense of place and unique assets such as Meadowbrook Farm, Snoqualmie Point Park, and other large park and open spaces to attract visitors through historic and cultural events and activities.	
4.4	Support and celebrate the contributions of the city's existing culturally and ethnically diverse businesses, institutions, and Native Tribe.	
4.5	Maximize the Snoqualmie Riverwalk as a tourism asset that connects to the Centennial Trail and the regional Snoqualmie Valley and Preston-Snoqualmie trails while protecting downtown riverfront properties from flooding.	
4.6	Support existing merchant organizations and encourage the formation of non-profit merchant organizations at Kimball Creek and Snoqualmie Ridge to strengthen economic vitality, design, organization and promotion.	
4.7	Implement a wayfinding system that effectively directs visitors to Snoqualmie's commercial and retail districts and communicates information about parking, parks, and other attractions, with a particular focus on family-friendly assets.	

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4.8	Seek to enrich the cultural lives of residents and visitors by placing art in public spaces and facilitating access to the arts creating opportunities for public art, including murals, to be installed in business districts, including in the historic downtown, in a manner that enhances Snoqualmie’s unique sense of place.	