



City of Snoqualmie
Lodging Tax Advisory Committee
38624 SE River St. | PO Box 987
Snoqualmie, Washington 98065

Lodging Tax Funding Application 2026 Funding

Application Deadline: October 15, 2025, 5pm

FUNDING AVAILABLE: Four (4) grants of \$7500 each

ORGANIZATION/PROJECT INFORMATION

| | | |
|--|---|--|
| Organization Name: SnoValley Regional Chamber | Activity Type: Event <input type="checkbox"/> Marketing <input checked="" type="checkbox"/> Facility <input type="checkbox"/> | Lodging tax request: \$ 7,500.00 |
| Project Name: World Cup Marketing | Organization Status: Non-Profit <input checked="" type="checkbox"/> Public agency <input type="checkbox"/> For-Profit <input type="checkbox"/> | New Activity: Yes or No Yes |
| Federal Tax ID number: 94-3235707 | Website: SnoValley.org | If No, previous 'Final Report' completed: |
| Project Coordinator: Kelly Coughlin Games | | |
| Mailing Address: PO Box 357, North Bend WA 98045 | | |
| Email: Kelly@snovalley.org | | |
| Phone: 425-888-6362 | | |
| Activity Location: Snoqualmie | Activity Dates: Jan -Mar | Activity Hours: 24 Hours |

| Amount of Lodging Tax Funds Requested: | Applicant Match: | Other Funding Sources: | Total Activity Budget: |
|--|------------------|------------------------|------------------------|
| \$ 7500 | \$ 3000 | \$ In Kind 3000 | \$ 13500 |

PROJECT DESCRIPTION

Funding consideration, requests must be used for one of the following purposes (RCW 67.28.1816)

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(C)(3) or 501(C) 6).

Events/festivals takes place over a short period of time with fixed beginning and ending dates. Examples include community celebrations, sporting competitions, and concerts.

Marketing and facility activities are ongoing throughout the year or an extended season. Examples of marketing activities include tourism marketing and promotion. Examples of facility activities include building acquisition, renovation, and general upkeep and maintenance. If your proposed activity uses advertising to support a specific event/festival, then report as "event/festival". The advertising is targeted for a particular event/festival rather than marketing for the area in general.

1. **Provide a concise summary of the overall activity and specify whether your funding request covers the entire activity or a portion thereof.** If the latter, focus your response on the portion to be funded. (Approximately 150-250 words)
2. **What are the goals for the activity?** (Approximately 150 words)
3. **Please provide an activity schedule/timeline identifying relevant milestones.**
4. **Does the project/event include partnerships with other organizations in Snoqualmie and/or the Snoqualmie Valley?** If so, please list those organizations and briefly describe the nature of the partnership and the benefit of the partnership. (Approximately 25 words per partner organization)
5. **If allocated funds for your project/event, do you envision it as seed money, a single project/event allocation, or funds you will need on an ongoing basis for years to come?** (Approximately 50 words)
6. **If you see it as seed money, how do you plan to sustain your project after the expiration of this funding?** (Approximately 35 words)
7. **Is this project/event unusual or unique or does it move an existing program in a new direction?**
8. **Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?**

PROJECT SUMMARY REPORTS

1. The **Snoqualmie Valley World Explorer Campaign** will position the Snoqualmie Valley as a must-visit destination during the excitement of the 2026 World Cup. The campaign will highlight our region's natural beauty, local flavor, and welcoming community, encouraging visitors to extend their stay beyond a single day.
Our funding request covers a portion of the overall campaign, focused specifically on digital marketing that showcase Snoqualmie's unique attractions — including shopping, dining, SnoKing Ice Arena, Splash Pad, DirtFish and the iconic Snoqualmie Falls, and the Northwest Railway Museum.
2. The Snoqualmie Valley World Explorer Campaign aims to increase regional visibility and visitor engagement by positioning Snoqualmie as a key destination during the 2026 World Cup. Our goals are to:
 - a. Extend visitor stays by inspiring travelers to spend more than a day exploring Snoqualmie's shopping, dining, outdoor recreation, and cultural attractions.
 - b. Support local businesses through collaborative marketing and increased foot traffic to shops, restaurants, farms, and events.
 - c. Promote sustainable tourism by dispersing visitors across multiple experiences from e-bike and hiking adventures to farm visits and coffee stops reducing crowding at single attractions.
 - d. Foster community collaboration by uniting local partners under one marketing effort and shared visitor message.
 - e. Build long-term brand recognition for Snoqualmie Valley as an adventure, flavor, and community destination beyond the World Cup timeframe.

Together, these goals strengthen local tourism, economic vitality, and community pride.

3. The *Snoqualmie Valley World Explorer Campaign* will focus exclusively on digital marketing to promote Snoqualmie as a destination during the 2026 World Cup season.

January 2026 – Campaign Setup

- Develop and finalize creative assets for the campaign.
- Design targeted digital ads and landing pages featuring Snoqualmie's shopping, dining, outdoor attractions, and iconic landmarks.
- Establish analytics tools to track ad performance and visitor engagement.

February 2026 – Campaign Launch

- Launch paid digital advertising across Google, Meta, and regional travel platforms.
- Implement local broadcast and cable TV advertising to expand reach among nearby and regional audiences.
- Promote Snoqualmie as a must-visit destination and encourage extended stays beyond a single day.

March 2026 – Campaign Reporting

- Continue digital and broadcast ad placements through month-end.
 - Track impressions, click-through rates, and visitor interactions.
 - Prepare a final performance summary and recommendations for future tourism marketing efforts.
4. Not at this time. The *Snoqualmie Valley World Explorer Campaign* will focus solely on digital marketing managed by the SnoValley Chamber of Commerce. Future phases may include local business and tourism partnerships as the campaign expands.
 5. This funding will be used as a **single project allocation** to support the *Snoqualmie Valley World Explorer* digital marketing campaign. The project is designed as a one-time promotional effort aligned with the 2026 World Cup season and does not require seed or ongoing funding in future years.
 6. Not applicable. This project is a one-time digital marketing campaign focused on promoting Snoqualmie during the 2026 World Cup season and does not require ongoing funding.
 7. No. This project builds on existing tourism marketing efforts by the SnoValley Chamber of Commerce. It is a focused, one-time digital campaign designed to promote Snoqualmie during the 2026 World Cup season.
 8. Yes. All media produced by the SnoValley Chamber of Commerce emphasizes a warm, welcoming message that reflects the city's inclusive values. The *Snoqualmie Valley World Explorer* campaign will continue this approach, promoting a positive image that celebrates community, diversity, and the natural beauty of Snoqualmie.

Each funded project applicant must submit a final report and paid invoices with back up receipts at the end of the project and may be required to submit periodic progress reports during the course of the project. Final reports need to answer the following questions:

- How many people (visitors) do you expect to attend your activity? (How was this measured?)
- How many people (visitors), who live greater than 50 miles away from the location of your activity, do you expect to attend? (How was this measured?)
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?)
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?)

INCOME and EXPENSES

Please list the income source, approximate amount, and availability status of any other income that is planned to fund the activity for which you are applying.

Are you seeking lodging taxes from any other municipality? ☐Yes ☒No

Are you seeking or will you provide matching funds? ☒Yes ☐No

Are you seeking in-kind services from the City of Snoqualmie? ☐Yes ☒No

If so, what type(s) of services:

☐Police ☐EMS/Fire ☐Parks/Public Works ☐Location ☐Other (specify):

Please provide a detailed budget for your entire activity. (Describe below or include attachment)

INCOME

| Source of Other Funding | In-Kind or Cash (specify) | Amount | Availability Status |
|---------------------------|------------------------------|---------|---------------------|
| Hurley Media Group | 3000 | \$ 3000 | 3000 |
| SnoValley Chamber payroll | 3000 | \$ 3000 | 3000 |
| | | \$ | |

EXPENSES

| Activity | Total Cost for Activity | Lodging Tax Funds Requested |
|---------------------------------------|-------------------------|-----------------------------|
| All Personnel (salaries and benefits) | \$ 6000 | \$ 0 |

Do not include personnel costs for the following activities.

| Activity | Total Cost for Activity | Lodging Tax Funds Requested |
|---|-------------------------|-----------------------------|
| Administration (rent, utilities, office expenses, supplies, postage, janitorial, etc.) | \$ | \$ |
| Marketing/Promotion | \$ | \$ |
| Website | \$ | \$ |
| Brochures / Flyers | \$ | \$ |
| Print Media / Display Ads /Radio/TV | \$ 7,500 | \$ 7,500 |
| Other (describe below) | \$ | \$ |
| City of Snoqualmie services (if applicable) | \$ | \$ |

| | | |
|--------------------|-----------------|----------------|
| TOTAL COSTS | \$ 13500 | \$ 7500 |
|--------------------|-----------------|----------------|

ATTACHMENTS

All applicants must provide documentation of their organization (see below).

| Non-profit organization | Profit Organization | Public Agency |
|--|--|---|
| State certificate of non-profit incorporation and/or federal copy of 501(c)(3) IRS Tax ID number Articles of incorporation Most recent proposed and approved budgets of the overall organization Names and titles of the organization's board of directors and principal staff | Articles of incorporation Ownership statement Current business license IRS Tax ID number State UBI number Names and titles of organization's managers or principal officers/directors | Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application |

NOTES

1. Please provide a completed application by **October 15, 2025, at 5:00 p.m.** The application should be sent via email in Word or PDF format and include all attachments in PDF format to Nicole Wiebe at NWiebe@snoqualmiewa.gov
2. Funds will be provided upon written request with evidence of commitment of entity to action or expenditure of funds. Reimbursement requests should be sent via email to Nicole Wiebe, Committee Liaison, at NWiebe@snoqualmiewa.gov at which time you will need to provide a Final Activity Report to submit with original receipts.
3. If your organization receives funds, but does not fully complete the activity, the City shall have the right to the return of all funds paid to your organization and to withhold payment of any remaining funds. However, the City shall not exercise this right until it has given written notice to your organization and ten days have passed since the giving of such notice. This is in addition to and not in lieu of any right which state law provides for breach of contract.

SIGNATURE

The governing body of the applicant organization has approved this application.

The undersigned is authorized to sign this application on behalf of the applicant organization.

The information contained in this application is true, correct, and complete to the best of the undersigned's knowledge and belief.

Signed: Kelly Coughlin

Print Name: Kelly Coughlin Games

Title: CEO

Date: 10/10/2025