



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: Historic Downtown Snoqualmie Merchant Association	Activity Type: Marketing <input type="checkbox"/> Event <input checked="" type="checkbox"/> Facility <input type="checkbox"/>	Lodging tax request: \$7,500
Project Name: Snoqualmie Days	Organization Status: Non-Profit <input checked="" type="checkbox"/> Public agency <input type="checkbox"/> For-Profit <input type="checkbox"/>	New Activity: Yes or No
Federal Tax ID number: EIN 83-1314085	Website: www.downtownsnoqualmie.com	If No, previous 'Final Report' completed:
Project Coordinator: Dorie Ross		
Mailing Address: PO Box 686 Snoqualmie, WA 98065		
Email: dorie@chickadeebakeshop.com		
Phone: 206-856-5034		
Activity Location: Historic Downtown Snoqualmie	Activity Dates: August 22, 2026	Activity Hours: 10am-10pm

Amount of Lodging Tax Funds Requested: \$7,500	Applicant Match:	Other Funding Sources: Sponsorships \$10,000	Total Activity Budget: \$ 25,000
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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)

Snoqualmie Days is a multi-day, annual community festival organized by the Historic Downtown Snoqualmie Merchant Association (HDSMA). The event is designed to attract regional tourism through a robust schedule including a grand parade, main stage musical performances, local artisan and vendor fair, Kid Zone with family-friendly activities, historic train rides in partnership with the Northwest Railway Museum, and a variety of food and beverage options. Funding is requested to support the marketing and operations of this special event, which attracts thousands of visitors and boosts tourism-related business throughout the downtown area.

The funding request covers a **portion** of the event’s total cost, specifically aimed at enhancing tourism marketing, stage and equipment rentals, performer fees, insurance, and visitor services (signage, restrooms, etc.). The event also highlights Snoqualmie’s historic charm and strengthens community ties while promoting tourism in a way that benefits local merchants and nonprofits. The requested funds will amplify outreach and improve visitor experience, further solidifying Snoqualmie Days as a premier regional event.

- 2) What are the goals for the activity?** (Approximately 150 words)

The primary goals of Snoqualmie Days are:

- To attract tourists to the City of Snoqualmie and support local economic growth through increased foot traffic in downtown businesses.
- To celebrate the cultural heritage and community spirit of Snoqualmie through partnerships, local performances, and family-oriented activities.
- To elevate the city's visibility as a tourism destination in the greater Puget Sound region.

- To foster partnerships with local nonprofits and organizations to deliver a cohesive and high-quality visitor experience.
- To increase overnight stays, museum visits, and dining/shopping revenue during the event weekend and beyond.

3. Please provide an activity schedule/timeline identifying relevant milestones.

January–March Secure permits, initiate partner planning

April–May Book entertainment and vendors

June Launch marketing campaign (digital + print)

July Finalize logistics: staging, signage, insurance

August (Early) Confirm volunteer staff and on-site needs

August (Event Weekend) **Snoqualmie Days Event** takes place

September Post-event wrap-up, partner debrief, surveys

October Financial reporting and grant close-out

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)

- **Northwest Railway Museum:** Provides historic train rides and museum tours, anchoring the festival in Snoqualmie’s rich rail history and drawing railway enthusiasts and families.
- **City of Snoqualmie:** Offers essential support such as event permitting, public works coordination, and public safety; a key logistical and promotional partner.
- **Snoqualmie Valley Chamber of Commerce:** Helps market the event regionally and supports vendor and business participation.
- **Local Nonprofits and Schools:** Participate in the parade and volunteer coordination, strengthening community engagement and inclusivity.

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)

We envision this funding as **ongoing support** to ensure the continued success and growth of Snoqualmie Days. While we pursue sponsorships and vendor fees, reliable tourism-related funding is crucial to maintain high-quality programming and visitor services.

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? Snoqualmie Days is a unique, historically rooted celebration that continues to evolve by expanding entertainment offerings, increasing marketing reach, and

growing regional attendance. Each year incorporates new experiences, drawing repeat and first-time visitors alike.

Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?

Yes, Snoqualmie Days promotes a welcoming, family-friendly, and inclusive image of the City of Snoqualmie. Through accessible programming, multicultural performances, and community-wide participation, the event reflects the city's hospitality and historic charm.

PROJECT SUMMARY REPORTS

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?) 2,000-3,000; through photography/head counts, merchant sales
- 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?) 20%
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?) 5%
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?) 5%

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
sponsorships	Both	\$15,000	Working on it
Booth fees	cash	\$7,000	Working on it
		\$	

EXPENSES

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits)	\$0	\$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.)	\$ 0	\$0
Marketing/Promotion	\$2,500	\$2,500
Website	\$200	\$
Brochures / Flyers	\$200	\$
Print Media / Display Ads /Radio/TV	\$500	\$
Other (describe below)	\$	\$
Live Music	\$11,000	\$5,000
Stage & Sound	\$5,000	
City of Snoqualmie services (if applicable)	\$	\$
TOTAL COSTS	\$19,400	\$7,500

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	Articles of incorporation Ownership statement Current business license IRS Tax ID number State UBI number	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

Names and titles of the organization's board of directors and principal staff	Names and titles of organization's managers or principal officers/directors	
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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: *Dorie Ross*
Dorie Ross (Oct 15, 2025 15:48:02 PDT)

Print Name: Dorie Ross

Title: President of Board

Date: 15/10/2025