



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 ☒ Event ☐ Facility ☐	Lodging tax request: \$7,500
Project Name: Discover Downtown Snoqualmie Year-Round	Organization Status: Non-Profit ☒ Public agency ☐ For-Profit ☐	New Activity: Yes
Federal Tax ID number: 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: Downtown Snoqualmie	Activity Dates: Jan-Dec 2026	Activity Hours:

Amount of Lodging Tax Funds Requested: \$7,500	Applicant Match: \$	Other Funding Sources: Sponsorships \$2,000	Total Activity Budget: \$ 20,000
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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)

The Historic Downtown Snoqualmie Merchant Association (HDSMA) seeks funding to support an ongoing marketing initiative that promotes downtown Snoqualmie as a year-round tourism destination and encourages regional residents and visitors to shop local. This includes the creation and distribution of promotional materials such as posters, flyers, brochures, mailers, and event calendars, as well as a digital campaign including paid social media advertisements, boosted posts, email marketing, seasonal promotions, and professionally designed graphics.

This request covers **a portion** of the total annual marketing activity, specifically supporting the development and distribution of both print and digital materials. These efforts will highlight small businesses, unique experiences, dining, events, and cultural attractions, encouraging visitors to explore and spend time in Historic Snoqualmie.

This marketing campaign is a crucial driver for increasing foot traffic, business visibility, and economic vitality in the downtown corridor, supporting both local merchants and broader tourism-related goals. The campaign will be aligned with Visit Snoqualmie and other regional efforts to maximize exposure and reach.

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

- Increase year-round visibility and visitation to Historic Downtown Snoqualmie through consistent, high-quality marketing.
- Drive economic activity by encouraging locals and tourists to shop, dine, and explore downtown businesses.

- Support tourism by highlighting unique features such as the Northwest Railway Museum, Downtown Businesses, local events, and outdoor recreation nearby.
- Create a cohesive and welcoming brand for downtown Snoqualmie that encourages return visits and regional word-of-mouth.
- Strengthen merchant collaboration through joint promotions and shared messaging under one campaign.

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

January Annual marketing strategy finalized; calendar of campaigns set

February – April Design spring print materials, initiate spring campaign (social + email)

May – July Summer promotions; produce visitor brochures and flyers

August Support Snoqualmie Days with cross-promotion marketing

September – October Fall-themed campaign launches; boost regional outreach

November – December Holiday shopping and “Shop Local” campaign; print/mailers go out

Ongoing Monthly content creation, ad boosts, graphic design, reporting

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)

- **City of Snoqualmie:** Provides coordination on public messaging and supports events that marketing campaigns promote; enhances civic visibility and consistency.
- **Snoqualmie Valley Chamber of Commerce:** Shares promotional content, cross-lists events, and collaborates on regional business visibility strategies.
- **Northwest Railway Museum:** Cross-promotes cultural tourism and events; supports heritage branding of downtown.
- **Local Downtown Businesses:** Participate in cooperative marketing and provide offers or content for featured promotions and campaigns.

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 see this as an **ongoing funding need** to support annual marketing and promotional work. Continued investment is necessary to maintain a visible presence in a competitive tourism and retail market and to support small businesses throughout the year.

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?

This project builds on existing marketing efforts but takes a more coordinated and professional approach with expanded digital advertising, consistent graphic branding, and increased regional outreach to new audiences. It marks a step forward in marketing strategy.

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

Yes, the campaign promotes a **positive and inclusive image** of Snoqualmie by highlighting its welcoming community, diverse range of businesses, historical and cultural richness, and year-round attractions. Materials are designed to appeal to visitors of all backgrounds and age groups, encouraging exploration, engagement, and local pride.

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?) 500,000
- 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?) 50%
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?) 25%
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?) 50%

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	Cash	\$2,000	
		\$	
		\$	

EXPENSES

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits)	\$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	\$ 200	\$
Brochures / Flyers	\$ 15,000	\$ 7,500
Print Media / Display Ads /Radio/TV	\$ 4,800	\$
Other (describe below)	\$	\$
City of Snoqualmie services (if applicable)	\$	\$

TOTAL COSTS	\$20,000	\$7,500
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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	Articles of incorporation Ownership statement Current business license IRS Tax ID number	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

Most recent proposed and approved budgets of the overall organization Names and titles of the organization's board of directors and principal staff	State UBI number 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 16:24:16 PDT)

Print Name: Dorie Ross

Title: President of Board

Date: 15/10/2025