

DOWNTOWN SNOQUALMIE ACTIVATION SURVEY



Presented by SnoValley Chamber

HOPE

“Relevance does not happen by accident. It happens when we listen, respond, and are willing to grow with the needs of our community.”



SURVEY

Downtown Snoqualmie Activation Survey Overview

The survey gives us a clear picture of the businesses that make up our downtown core.

Most respondents were in the Downtown Core, with the largest business types represented being service-based businesses, restaurants, and retail.

This means the feedback is coming directly from the businesses most connected to downtown success.

Downtown Snoqualmie Merchants

Survey Results and Next Steps

A short review of what merchants told us and where we go from here

37

responses
from
merchants

71%

located in the
Downtown Core

89%

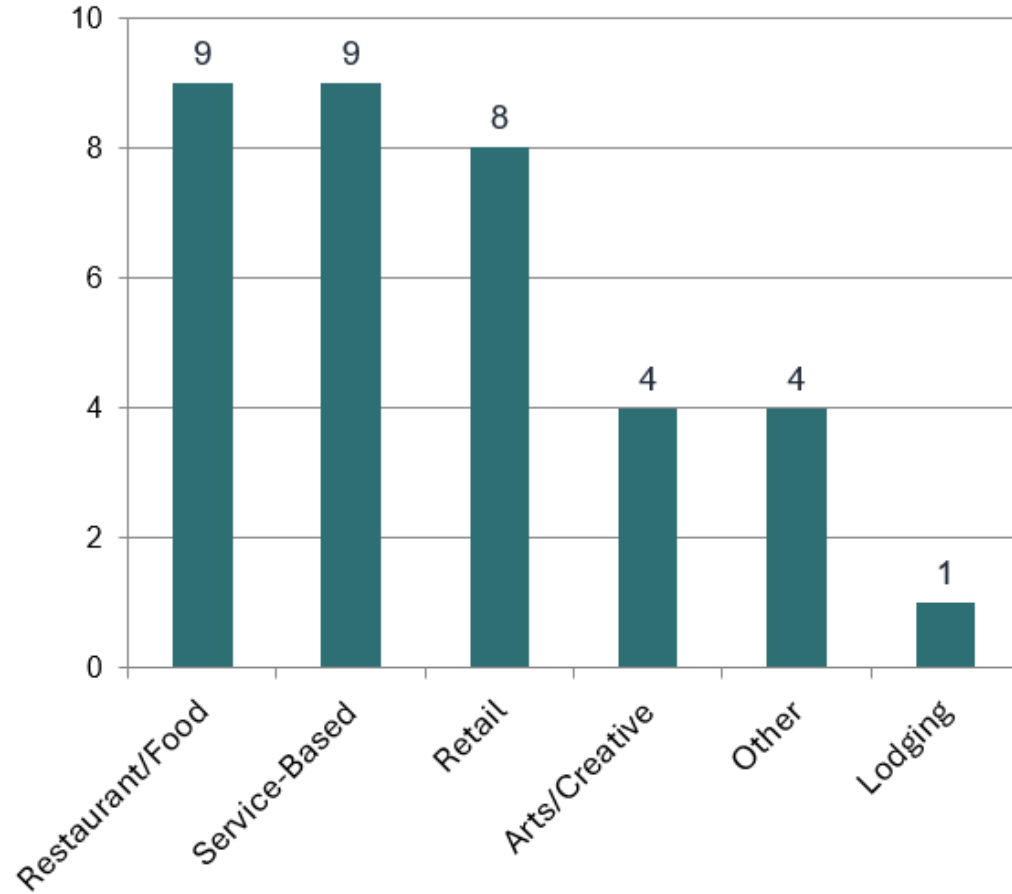
yes or possible on
First Fridays

81%

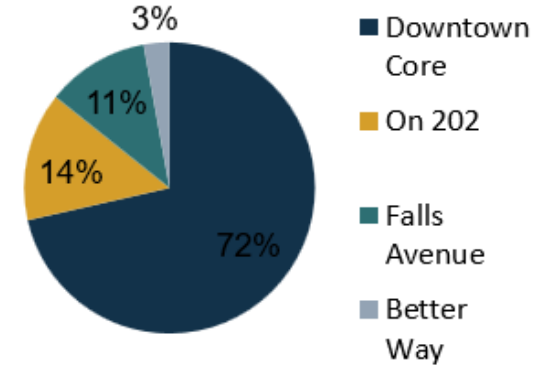
would join a
Fresh & Inviting effort

Big picture: merchants want a downtown that is easier to navigate, more comfortable to linger in, and more inviting for both locals and visitors.

Business mix



Business location

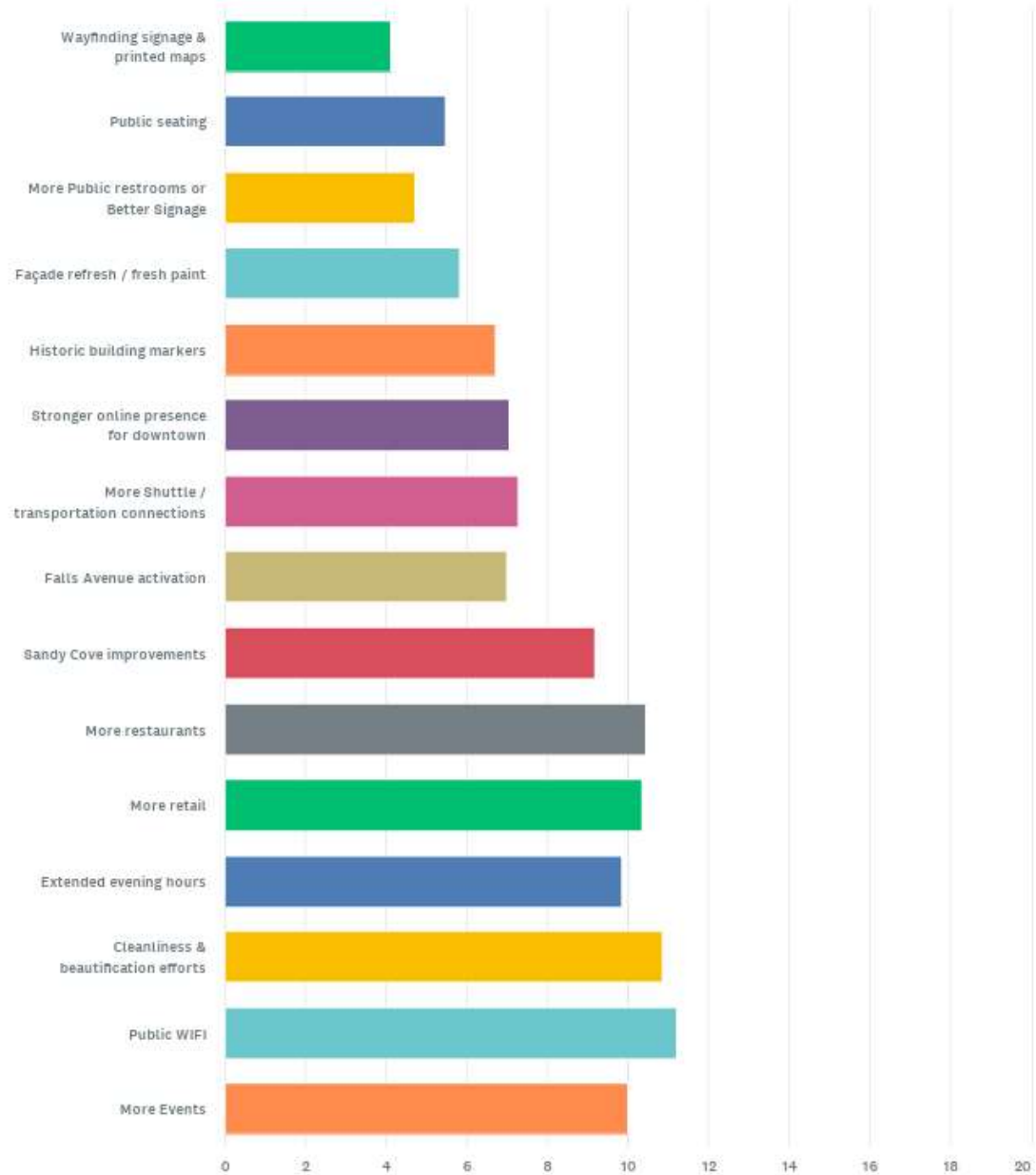


What this means: the survey mainly reflects the voices of core downtown businesses, with strong input from food, retail, and service businesses.

Q4

37 responses

What are the TOP 3 improvements that would most impact downtown success?



SURVEY SAYS...

The survey results show that downtown success depends on creating a place that is easier to navigate, more welcoming, more connected, and more active.

Key Priorities Identified

- Better wayfinding signage and printed maps
- More public seating and restroom access
- Public Wi-Fi to improve visitor convenience and connectivity
- Stronger downtown activation through events and Falls Avenue improvements
- More restaurants, retail, and extended evening hours
- Façade refreshes, historic markers, cleanliness, and beautification

Main Takeaway

Respondents want downtown to feel easier to explore, more comfortable to visit, better connected, and more compelling to return to. The results point to a clear need for visible improvements that support both the visitor experience and the long-term vitality of downtown.

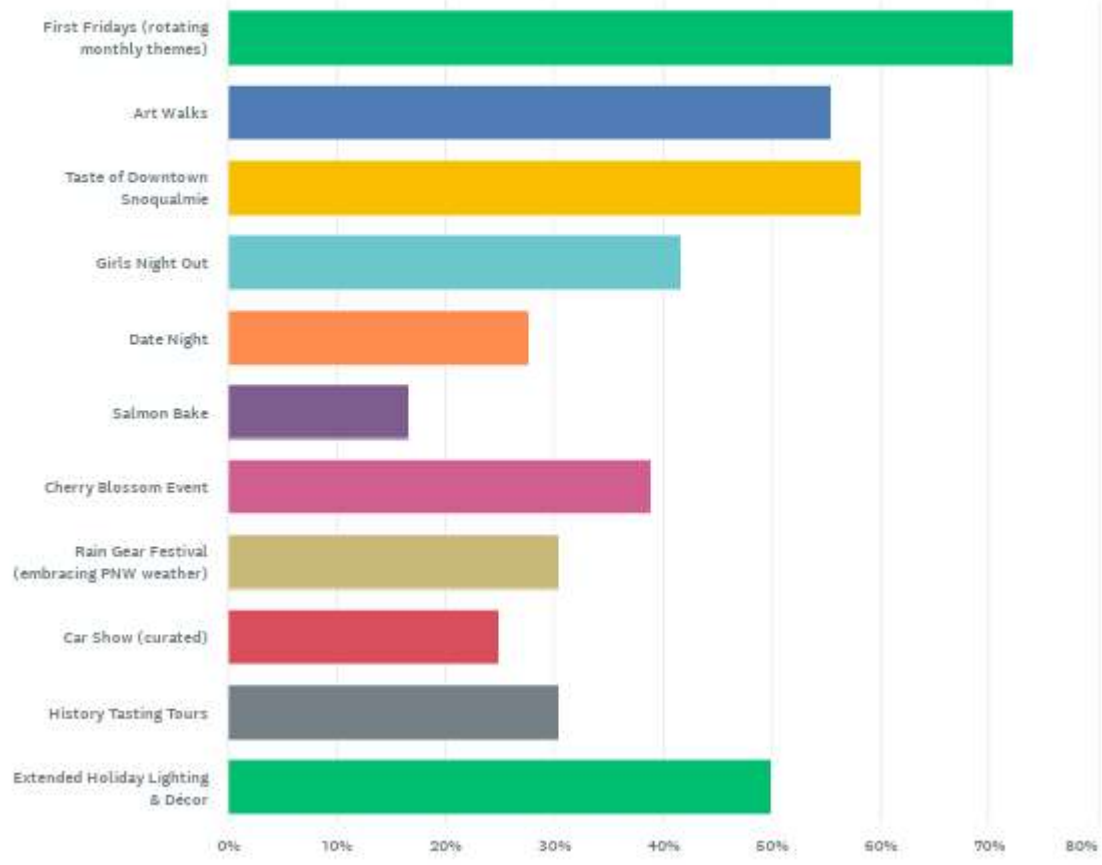
Downtown Snoqualmie Activation Survey

SurveyMonkey

Q5

36 responses

Which event concepts would you most support?



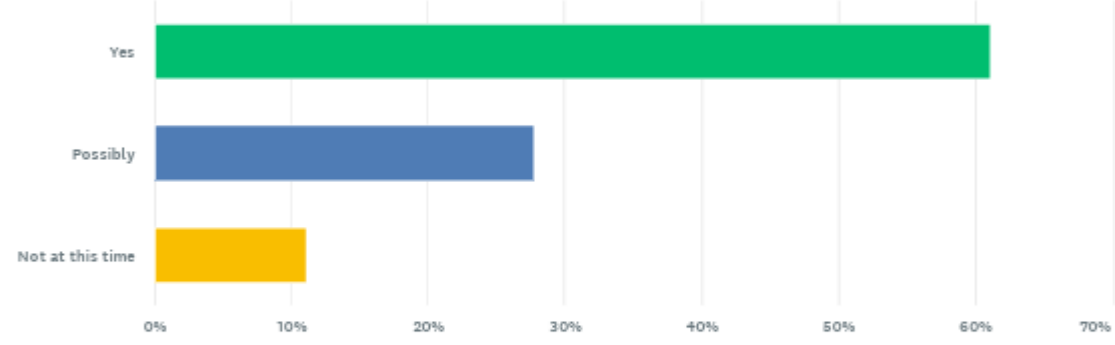
Downtown Snoqualmie Activation Survey

SurveyMonkey

Q8

36 responses

Would you participate in a structured "First Friday" program if it were organized and marketed collectively? First Friday is a monthly event held on the first Friday of each month where local businesses stay open later and offer special promotions, activities, or entertainment. The event encourages residents and visitors to explore the area, support locally owned businesses, and enjoy a lively community atmosphere.





Exterior Improvements: What Would Make Buildings More Inviting?

Respondents identified simple but high-impact improvements that would make downtown buildings feel more welcoming and attractive. Common ideas included flowers, planter boxes, improved landscaping, better windows, outdoor retail displays, sidewalk maintenance, public art, enhanced pedestrian comfort, cleaner sidewalks, and more trash cans.

Key Themes

- More flowers, planter boxes, and seasonal greenery
- Improved windows and storefront presentation
- Outdoor retail displays and sidewalk activity
- Cleaner sidewalks and better sidewalk maintenance
- More trash cans to support cleanliness and visitor experience
- Public art where appropriate and feasible
- Safer, calmer pedestrian environments near traffic and crossings

Main Takeaway

Businesses are not only asking for Falls Avenue Development. Many are asking for achievable improvements that create curb appeal, improve the pedestrian experience, and show visible pride in downtown. These small touches can make buildings feel more inviting and encourage people to slow down, explore, and spend more time downtown.

WHAT PREVENTS PEOPLE FROM STAYING LONGER?

Survey responses suggest that visitors are leaving downtown sooner because there are not enough reasons or amenities encouraging them to stay. Common barriers include limited restaurant options, limited retail hours, lack of consistent foot traffic, weather challenges, darkness, and the need for more lighting and family friendly amenities.

- **Key Themes**

- Not enough restaurants or food options to keep visitors downtown
- Limited business hours, especially during weekdays and evenings
- Not enough retail variety or shopping opportunities
- Weather, rain, and darkness affecting visitor comfort
- Need for better street lighting and a more welcoming evening atmosphere
- Lack of family friendly amenities, such as a play area or activities for children
- Visitors often leave because they have other plans or do not know what else to do downtown

- **Main Takeaway**

- The results show that visitors need more reasons to stay once they arrive. Downtown has strong potential, but longer visits will depend on creating a more complete experience with food, shopping, lighting, family amenities, and consistent business activity that encourages people to linger, explore, and spend locally.



ADDITIONAL IDEAS AND COMMENTS SUMMARY

Respondents emphasized the need for stronger signage, public WiFi, more events, and intentional activation of Falls Avenue, along with additional public restrooms and more family-friendly amenities near the train station. Several comments also pointed to the need for better lighting, cleaner public spaces, and improvements at Sandy Cove to make downtown feel safer and more inviting.

A strong theme was community pride and willingness to help. Respondents encouraged the use of local artists, authentic community-created visuals, and partnerships with organizations willing to support events, cleanup, childcare, concerts, World Cup watch parties, and beautification efforts.

Main Takeaway

The comments show that people want a downtown that is easier to explore, better connected, cleaner, more active, more family friendly, and more reflective of local community character, with Falls Avenue playing a stronger role in downtown vitality.





BOTTOM LINE

The survey confirms that our downtown core is ready for activation.

It gives us direction to focus on visitor experience, business participation, and creating a downtown people want to explore, enjoy, and return to.

IMPACTS

- **How it impacts our core**
- The results show that businesses are ready for a more coordinated downtown strategy.
- Many said they would stay open later for organized event nights.
- Most also said they would participate in a First Friday program and support a Fresh and Inviting storefront effort.
- Our merchants want to activate Falls Avenue





NEXT STEPS: FROM FEEDBACK TO ACTION

The survey results are clear. Downtown has strong potential, but success will depend on visible action from the merchants and city, coordinated partnerships, and a shared commitment to improving the visitor and business experience. Now is the time to move from listening to implementation.

Action Item

The Chamber and City are looking for the Economic Development Commission to assist with implementation by helping prioritize projects, identify quick wins, connect partners, explore funding opportunities, and support a short-term downtown action plan.

Closing Message

This is an opportunity to turn community feedback into meaningful progress. With the EDC's leadership and support, we can begin advancing practical improvements that make downtown easier to explore, more welcoming, more active, and more economically vibrant.