



# Community Development Department

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## MEMORANDUM

To: Community Development Committee  
From: Ashley Wragge, Planning Technician  
Date: July 15, 2024  
Subject: Snoqualmie Valley Rural Tourism Support Program

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### Introduction

The SnoValley Chamber of Commerce applied for a competitive State of Washington Rural Tourism Support (RTS) program. On June 1, 2024, SnoValley Chamber of Commerce successfully was selected as the awardee for the next regional focus, i.e., The Snoqualmie Valley.

### Background

RTS is an initiative that focuses on long-term sustainable destination development a concept that was recently discussed at the Council Retreat on Snoqualmie's Economic Vitality. It is awarded to applicants that demonstrate a clear need for destination development and that also identify the economic benefits from untapped tourism potential.

This program achieves its goals by helping key tourism stakeholders make individualized plans according to community needs.

### Analysis

As part of receiving this grant the awardee must bring together a diverse range of tourism stakeholders with the time and resources to serve on a steering committee and support the early phases of the RTS program, including the development of priority projects. Additionally, the awardee must identify resources available for the RTS matching grant to support the priority projects identified in the early phases of the program.

The beginning stages of this award take six to eight months of intentional planning and individualized project building. Subsequently, there will be funding opportunities to implement formulated tourism plans.

### Next Steps

Kelly Coughlin from the SnoValley Chamber of Commerce will provide presentation to Community Development Councilmembers about the RTS program and what this means for the Snoqualmie Valley at the next meeting on July 15, 2024. During this engagement she will provide more details on the impact and opportunities offered by the Rural Tourism Support program.