

September 26, 2022

Economic Development Commission
38624 SE River Street
Snoqualmie, Washington 98065

Dear Honorable Mayor Ross and City Council Members,

The Economic Development Commission is writing this letter to request the use of available American Rescue Plan Act (ARPA) funds. The current aggregate amount available in ARPA Funds is \$856,339.

The EDC is requesting \$95,000 on behalf of the business community for a more robust marketing campaign and business community support during the winter season. The ARPA funds will be used specifically for the following projects:

Strategic Report on Branding - Whole Community – \$25,000

Branding Campaign – \$30,000

- Branding Campaign - TV and social media
- Enhance digital marketing campaign through the mobile app
- Local Shopping - Shop local and support local campaign
- Filming - Promotional Filming

Lighting - Winter Season – \$40,000

- Purchase Lights – Commercial grade Lighting Decor
- Focus Months - January through March
- Establishing a Winter Festival
- Begin light installation third week of October. Disassemble lights at the end of February.

We will assemble a task force to review the costs associated with these projects. This will include a Summer and Winter task force.

Now is the time for City Council to investment in our business community to ensure a long-lasting and thriving impact on our economic vitality. The investment will benefit the local economy for years to come. We expect this investment to increase business profits, which will increase sales tax revenues by contributing to the city's overall revenue base.

Your attention to this matter and consideration for the needs of our community are greatly appreciated. If you have questions, please contact the Snoqualmie Economic Development Commission.

Sincere Regards,

Snoqualmie EDC