

1) Recruit businesses that meet the retail needs of residents, offer diverse employment opportunities, generate revenue to support city services, and enrich the City's unique character, while supporting the continued success of existing local businesses.

- a) Encourage a diverse range of smaller-scale, locally-based, and independently-owned businesses to locate in ~~the Snoqualmie downtown historic district, including grocery stores, pharmacies, and restaurants.~~
- b) Recruit businesses that will capture a greater share of residents' spending on retail goods and service without compromising the City's small-town look and feel.
- c) Capitalize on emerging local economic sectors, including wine tourism, weddings, film production, and outdoor recreation and events as well as regional sectors such as aerospace, information and communication technology, and life sciences.
- d) Prioritize the recruitment of businesses that follow environmental and socially responsible business practices.
- e) Prioritize the recruitment of a wide range of potential businesses that will create higher-than-average wages jobs to match local workforce skills allowing for residents to live and work in Snoqualmie ~~businesses that create jobs with higher-than-average wages that are accessible to a wide range of potential employees.~~
- f) Strategically recruit businesses based on the features of individual vacant commercial and industrial spaces.
- g) Identify complementary and new ~~specific~~ industries to recruit to Snoqualmie based on sectors that are already well-represented in the City. ~~such as water and ice sports, health care, and telecommunications.~~
- h) ~~Prioritize the recruitment of businesses that match local workforce skills to create more opportunities for residents to live and work in Snoqualmie.~~
- i) Support the preservation and occupancy of key historic landmarks downtown including full-service restaurants.

2) The City fosters a business climate that facilitates economic development through expedient and equitable regulations, permit review processes, and ~~enforcement actions~~ code compliance, while effectively preserving and protecting the area's environmental and cultural resources.

- a) Cultivate a policy and regulatory environment that helps to achieve the City's economic development goals.
- b) Consider risk of physical, economic, environmental, and cultural resource disruption or displacement on local business when creating or updating policies, regulations, investments, or programs.
- c) Explore partnerships with ~~a c~~Community and external organizations to address barriers and disparities such as diversity, equity and inclusion ~~Business Connector (CBC), Snoqualmie Valley Economic Alliance, and Snoqualmie Valley Chamber of Commerce to address challenges such as racism, language barriers, cultural differences, geographical disparities, and financial obstacles~~ faced by small businesses to promote economic development opportunities.
- d) Strive to provide opportunities for business owners to share information on challenges and opportunities of the local business environment.
- e) Ensure business owners have accurate and timely information on permit applications and other review

processes ~~related to business operations~~.

- f) Apply and enforce rules consistently across all business types and location.
- g) Encourage local businesses to utilize be aware of evolving technologies that lead to increased competitiveness, innovation, efficiency, productivity, and job opportunities.
- h) Foster a business environment that promotes local entrepreneurship.

3) The City advances its economic development goals and maintains its competitiveness through land use regulations, ~~long-range and~~ strategic planning, and capital investments.

- a) Ensure City investments, plans, and regulations promote economic growth and facilitate the expansion of the City's retail base equitably across all City commercial areas, business types, and communities.
- b) Advocate for Snoqualmie's economic interests at the county, regional, state, and federal levels.
- c) Consider creating a historic Meadowbrook Retail District and sites not yet considered that promotes retail and service options that enhances the future Riverwalk Trail for residents and visitors.
- d) Collaborate with intergovernmental partners to improve transit service to, from, and within Snoqualmie, aiming for increased frequency and accessibility.
- e) Attract businesses developments with the potential to create a high number variety of jobs and ~~offer~~ commercial spaces of varying sizes to accommodate businesses of different scales and provide space for small businesses to grow.
- f) Encourage the development of housing options that are affordable for the full range of employment opportunities in the City.
- g) Ensure that economic growth and development is balanced with environmental and cultural resource protection.
- h) Encourage the creation of public gathering spaces near commercial areas in a manner that promotes commerce.
- i) Preserve the Master Planned Business Park land use designation, focused on office, research and development, and light manufacturing/industrial uses, within the City's potential annexation area (PAA).
- j) Ensure land use regulations support and promote the development of suitable forms of overnight lodging, with a particular focus on the downtown historic district.
- k) Ensure that Snoqualmie's infrastructure supports electric vehicle charging and other emerging climate-friendly technologies adequately.

4) The City promotes desired economic development while sustaining the natural and built features that give Snoqualmie its unique sense of place that residents most value.

- a) Protect and promote the City's distinct mix of natural beauty, historic buildings, rich cultural heritage, and unique neighborhoods - including Snoqualmie Ridge, Historic Downtown, the Mill Site, and Meadowbrook, to foster desired economic development.
- b) Create wayfinding signage where Meadowbrook Way and Snoqualmie Parkway intersect with Railroad Avenue SE directing visitors to the historic downtown.
- c) Leverage Snoqualmie's distinctive sense of place and unique assets such as Meadowbrook Farm, Snoqualmie Point Park, and other large park and open spaces to attract visitors through historic and cultural events and activities.
- d) Support and celebrate the contributions of the city's existing culturally and ethnically diverse businesses, institutions, and the Snoqualmie Tribe.

- e) Maximize the Snoqualmie Riverwalk as a tourism asset that connects to the Centennial Trail and the regional Snoqualmie Valley and Preston-Snoqualmie trails while protecting downtown riverfront properties *from* flooding.
- f) In collaboration with the Snoqualmie Valley Chamber of Commerce, support non-profit merchant organizations in Historic Downtown Snoqualmie, Kimball Creek, and Snoqualmie Ridge to strengthen economic vitality, design, organization, and promotion.
- g) Maintain and expand a wayfinding system that effectively directs visitors to Snoqualmie's commercial and retail districts and communicates information about parking, parks, and other attractions, with a particular focus on community-friendly assets.
- h) Preserve the economic viability of Snoqualmie's historic sites, buildings, districts, landscape features and neighborhoods by identifying and preserving their character and history through collaboration with the King County Historic Preservation Program and engaging informational plaques and signs.
- i) Enrich the cultural lives of residents and visitors by placing permanent and temporary art installations in public spaces in a manner that enhances Snoqualmie's unique sense of place.
- j) Promote public art by hosting events such as Plein Air Paint Out.
- k) Encourage the creation of public murals throughout the City that are representative of the history, culture, and heritage of the Snoqualmie Valley.
- l) Protect and promote institutional, cultural, natural, and other unique resources such as the Northwest Railway Museum, Pacific West Rail Model Train Museum, Meadowbrook Farm, and the Snoqualmie Riverwalk.