

A vibrant, local economy is essential to Snoqualmie’s long term fiscal and community health and vitality. The City strives to provide a range of employment, retail, service and recreational opportunities for its residents. The City’s role in Economic Development is to create, maintain and grow value for its citizens - the residents, property owners and businesses who have invested, or will invest, in Snoqualmie. Value should always be considered in terms of both financial and qualitative returns, including opportunities for business growth, added jobs and increased City revenues, along with quality of life assets such as a healthy and attractive environment, a sense of safety, and local cultural amenities. A strong local economy with a balance of jobs and housing is central to our vision of growing as a “complete community” where one can live, work shop and enjoy life.

Economic development involves multiple, coordinated efforts working together holistically to attract investment and entrepreneurs, support business retention and expansion, recruit desired new business, and create jobs in a way that benefits the local economy and the community’s quality of life. Existing businesses provide goods and services to the community, support a local employment base, and offer shopping, dining, lodging and recreational activities for both locals and tourists. New businesses provide new jobs and add additional municipal revenues that are then available for reinvestment in either infrastructure or public services. A sufficient supply and appropriate mix of housing is also connected with economic planning, providing homes for those employed in local business and industry, and providing residents who support local retail shops and commercial services. Finally, Snoqualmie has unique attributes that inform economic development, including outstanding natural features that draw tourists and business; attractive, high quality neighborhoods, and its location along I-90 at the I-90 and State Route 18 intersection, both in terms of travel time to the major nearby economic hubs of Seattle and Bellevue as well as SeaTac airport, and Snoqualmie Pass for access to recreation.

Several economic development challenges and opportunities face the City in both the long- and short-term. These topics are described in more detail in the following sections:

- A lack of suitable land for retail development to meet resident demand and support tourism
- Recruiting business and industries that are a good fit for Snoqualmie and improve the jobs-housing balance
- Retention and expansion of existing businesses
- Enhancing tourism as a mainstay of the local economy

One issue for Snoqualmie’s business growth is that there is not enough suitable land to meet current or future population needs for retail goods and services. In **2011 CollinsWoerman conducted an *Urban Growth Area (UGA) Analysis*** to determine whether the City and its current UGA contains sufficient suitable area for the full range of uses needed to serve the projected 2032 population.

The *2011 UGA Analysis* is one of many studies detailing economic conditions in the City of Snoqualmie. Regular review of market conditions, either in general or that target specific concerns, helps the City and its representatives to make informed decisions in the deployment of different services and strategies to support economic vitality. Several past reports provided various recommendations, including local business types to recruit in retail centers. Another recent study, the **2013 Final Report and Recruiting Plan completed by the Economic Development Council of Seattle and King County**, also identified different regional industry clusters recommended for the city to consider in recruitment efforts for the Snoqualmie Ridge Business Park and the Mill Site. These studies provide valuable resources to help determine Economic Development foci and activities such as implementing a recruiting plan. As always, vital duties require clear assignments to different departments or partners, so that tasks may be incorporated into annual work plans

Year	Project	Contributor
2002	<i>Snoqualmie Retail Development Plan</i>	E.D. Hovee & Company

2006	<i>Economic Development, Branding & Marketing Plan</i>	Destination Development
2006	<i>Retail Market Analysis</i>	Economic Research Associates
2007	<i>Downtown Vision Plan</i>	Callison Architects
2007	<i>Retail & Non-Retail Service Mix Snoqualmie Ridge</i>	Hebert Research Inc.
2010	<i>Downtown Master Plan</i>	Beckwith Consulting
2011	<i>Urban Growth Area Analysis</i>	Collins Woerman
2013	<i>Final Report and Recruiting Plan</i>	EDC of Seattle and King County

Riverwalk Master Plan 2015

National Main Street National Main Street Program’s “4-Point Approach” for retail district revitalization, which would also allow businesses tax credits for investments. Established through the National Trust for Historic Preservation, the Main Street Program can be rolled out in any viable retail district. Even without establishment of a non-profit, the “4-Point Approach” principles could be used to improve vitality of Downtown or the Ridge Marketplace retail areas for both tourism and resident shopping and services.

Prosperity Partnership, launched in 2004 by the Puget Sound Regional Council (PSRC), was developed to help create and implement the regional economic strategy – Vision 2040; it has grown to over 300 organizations in five years’ time, with the Snoqualmie Valley Chamber of Commerce as a participating member. By understanding the regional economic strategy, the City can both align with it and design policies and programs that will more likely help local businesses to thrive.

The Prosperity Partnership identified fourteen primary industry clusters for the 4-County Central Puget Sound region:

- Aerospace
- Business Services
- Clean Technology
- Information Technology
- Life Sciences
- Maritime
- Military
- Philanthropies
- Tourism & Visitors
- Transportation & Logistics

This section reviews recruiting recommendations for the two primary retail areas, Downtown Snoqualmie and the Ridge Marketplace, incorporating recommendations from the *2002 Snoqualmie Retail Development Plan* by E.D. Hovee & Co; the *2006 Economic Development, Branding & Marketing Plan* by Destination Development; the *2007 Retail Service Mix for Snoqualmie Ridge Development* by Hebert Research Inc.; and the *2010 Downtown Master Plan* by Beckwith Consulting. As noted in the *Economic Development, Branding & Marketing Plan (EDP)*, the retail environment in Snoqualmie Valley and surrounding area is very competitive. With easy access to multiple retail locations close to I-90, residents and visitors are able to shop in many different cities. The plan cites the 2002 Retail Development Plan, which stated that businesses in the city would enjoy the greatest success in primary and tertiary markets, which attract customers due to reputation, ambiance, or unique retail qualities.

Salish Expansion- Master Plan

Mill Site Redevelopment- Master Plan

- Approx 2 Million visitors to Snoqualmie Falls
- Approx 125k visitors to the Train Depot and Museum
- Salish Lodge, dining, weddings, etc
- Dirtfish Rally School
- Puget Sound Energy Historic Museum
- PSE Joint Use Parking Agreement

Northwest Train Museum
Snoqualmie Falls Greeter Program
Sigillo Wine redevelopment of the King Street Lot
City Investment in downtown infrastructure
Events- wine walks, wine train, railroad days, Thomas the Train,
Partnership with Chamber of Commerce
Historic Downtown Merchant's Association
Past Ridge Merchant's Association
Meadowbrook Farm
Snoqualmie Point Park
Mt Si
Rattlesnake Ridge- trails, open space, mountain biking
The Club at the Ridge and TPC Golf Course
Golf Course on the Snoqualmie River
Partnerships with Mountains To Sound (SAVOR Snoqualmie)
Port Grants

Wayfinding Policy and Signs

City of Snoqualmie Website (Tourism links and materials)
Snoqualmie Visitor Center (Art Gallery for 2019)