



## LODGING TAX ADVISORY COMMITTEE MEETING

Tuesday, March 10, 2026, at 5:00 PM

Snoqualmie City Hall, 38624 SE River Street & Zoom

---

### COMMITTEE MEMBERS

Chair: Councilmember Jolyon Johnson

Members: Richard Anderson, Kelly Coughlin, Laurie Hay, and Selena Duan

*This meeting will be conducted in person and remotely using teleconferencing technology provided by Zoom.*

**Join by Telephone:** To listen to the meeting via telephone, please call **253.215.8782** and enter Webinar ID **813 5538 7527** and Password **775242** if prompted.

**Join by Internet:** To watch the meeting over the internet via your computer, follow these steps:

- 1) Click this [link](#)
  - 2) If the Zoom app is not installed on your computer, you will be prompted to download it.
  - 3) If prompted for Webinar ID, enter **813 5538 7527**; Enter Password **775242**
- 

### CALL TO ORDER & ROLL CALL

### DISCUSSION

1. 2026 LTAC Application Review and Recommendations

### ADJOURNMENT



## PROJECT DESCRIPTION

**Funding consideration, requests must be used for one of the following purposes (RCW 67.28.1816)**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(C)(3) or 501(C) 6).

**Events/festivals** takes place over a short period of time with fixed beginning and ending dates. Examples include community celebrations, sporting competitions, and concerts.

**Marketing and facility** activities are ongoing throughout the year or an extended season. Examples of marketing activities include tourism marketing and promotion. Examples of facility activities include building acquisition, renovation, and general upkeep and maintenance. If your proposed activity uses advertising to support a specific event/festival, then report as “event/festival”. The advertising is targeted for a particular event/festival rather than marketing for the area in general.

- 1) Provide a concise summary of the overall activity and specify whether your funding request covers the entire activity or a portion thereof.** If the latter, focus your response on the portion to be funded. (Approximately 150-250 words)

Snoqualmie Days is a multi-day, annual community festival organized by the Historic Downtown Snoqualmie Merchant Association (HDSMA). The event is designed to attract regional tourism through a robust schedule including a grand parade, main stage musical performances, local artisan and vendor fair, Kid Zone with family-friendly activities, historic train rides in partnership with the Northwest Railway Museum, and a variety of food and beverage options. Funding is requested to support the marketing and operations of this special event, which attracts thousands of visitors and boosts tourism-related business throughout the downtown area.

The funding request covers a **portion** of the event’s total cost, specifically aimed at enhancing tourism marketing, stage and equipment rentals, performer fees, insurance, and visitor services (signage, restrooms, etc.). The event also highlights Snoqualmie’s historic charm and strengthens community ties while promoting tourism in a way that benefits local merchants and nonprofits. The requested funds will amplify outreach and improve visitor experience, further solidifying Snoqualmie Days as a premier regional event.

- 2) What are the goals for the activity?** (Approximately 150 words)

The primary goals of Snoqualmie Days are:

- To attract tourists to the City of Snoqualmie and support local economic growth through increased foot traffic in downtown businesses.
- To celebrate the cultural heritage and community spirit of Snoqualmie through partnerships, local performances, and family-oriented activities.
- To elevate the city’s visibility as a tourism destination in the greater Puget Sound region.

- To foster partnerships with local nonprofits and organizations to deliver a cohesive and high-quality visitor experience.
- To increase overnight stays, museum visits, and dining/shopping revenue during the event weekend and beyond.

**3. Please provide an activity schedule/timeline identifying relevant milestones.**

January–March Secure permits, initiate partner planning

April–May Book entertainment and vendors

June Launch marketing campaign (digital + print)

July Finalize logistics: staging, signage, insurance

August (Early) Confirm volunteer staff and on-site needs

August (Event Weekend) **Snoqualmie Days Event** takes place

September Post-event wrap-up, partner debrief, surveys

October Financial reporting and grant close-out

**4. Does the project/event include partnerships with other organizations in Snoqualmie and/or the Snoqualmie Valley?** If so, please list those organizations and briefly describe the nature of the partnership and the benefit of the partnership. (Approximately 25 words per partner organization)

- **Northwest Railway Museum:** Provides historic train rides and museum tours, anchoring the festival in Snoqualmie’s rich rail history and drawing railway enthusiasts and families.
- **City of Snoqualmie:** Offers essential support such as event permitting, public works coordination, and public safety; a key logistical and promotional partner.
- **Snoqualmie Valley Chamber of Commerce:** Helps market the event regionally and supports vendor and business participation.
- **Local Nonprofits and Schools:** Participate in the parade and volunteer coordination, strengthening community engagement and inclusivity.

**5. If allocated funds for your project/event, do you envision it as seed money, a single project/event allocation, or funds you will need on an ongoing basis for years to come?** (Approximately 50 words)

We envision this funding as **ongoing support** to ensure the continued success and growth of Snoqualmie Days. While we pursue sponsorships and vendor fees, reliable tourism-related funding is crucial to maintain high-quality programming and visitor services.

**6. If you see it as seed money, how do you plan to sustain your project after the expiration of this funding?** (Approximately 35 words)

**7. Is this project/event unusual or unique or does it move an existing program in a new direction?** Snoqualmie Days is a unique, historically rooted celebration that continues to evolve by expanding entertainment offerings, increasing marketing reach, and

growing regional attendance. Each year incorporates new experiences, drawing repeat and first-time visitors alike.

**Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?**

Yes, Snoqualmie Days promotes a welcoming, family-friendly, and inclusive image of the City of Snoqualmie. Through accessible programming, multicultural performances, and community-wide participation, the event reflects the city's hospitality and historic charm.

**PROJECT SUMMARY REPORTS**

Each funded project applicant must submit a final report and paid invoices with back up receipts at the end of the project and may be required to submit periodic progress reports during the course of the project. Final reports need to answer the following questions:

- How many people (visitors) do you expect to attend your activity? (How was this measured?) 2,000-3,000; through photography/head counts, merchant sales
- How many people (visitors), who live greater than 50 miles away from the location of your activity, do you expect to attend? (How was this measured?) 20%
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?) 5%
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?) 5%

**INCOME and EXPENSES**

Please list the income source, approximate amount, and availability status of any other income that is planned to fund the activity for which you are applying.

Are you seeking lodging taxes from any other municipality? Yes No

Are you seeking or will you provide matching funds? Yes No

Are you seeking in-kind services from the City of Snoqualmie? Yes No

If so, what type(s) of services:

Police EMS/Fire Parks/Public Works Location Other  
(specify):

**Please provide a detailed budget for your entire activity.** (Describe below or include attachment)

**INCOME**

Source of Other Funding	In-Kind or Cash (specify)	Amount	Availability Status
sponsorships	Both	\$15,000	Working on it
Booth fees	cash	\$7,000	Working on it
		\$	

**EXPENSES**

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits)	\$0	\$0

Do not include personnel costs for the following activities.

Activity	Total Cost for Activity	Lodging Tax Funds Requested
Administration (rent, utilities, office expenses, supplies, postage, janitorial, etc.)	\$ 0	\$0
Marketing/Promotion	\$2,500	\$2,500
Website	\$200	\$
Brochures / Flyers	\$200	\$
Print Media / Display Ads /Radio/TV	\$500	\$
Other (describe below)	\$	\$
Live Music	\$11,000	\$5,000
Stage & Sound	\$5,000	
City of Snoqualmie services (if applicable)	\$	\$
<b>TOTAL COSTS</b>	<b>\$19,400</b>	<b>\$7,500</b>

**ATTACHMENTS**

**All applicants must provide documentation of their organization (see below).**

Non-profit organization	Profit Organization	Public Agency
State certificate of non-profit incorporation and/or federal copy of 501(c)(3) IRS Tax ID number Articles of incorporation Most recent proposed and approved budgets of the overall organization	Articles of incorporation Ownership statement Current business license IRS Tax ID number State UBI number	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

Names and titles of the organization's board of directors and principal staff	Names and titles of organization's managers or principal officers/directors	
---	---	--

**NOTES**

1. Please provide a completed application by **October 15, 2025, at 5:00 p.m.** The application should be sent via email in Word or PDF format and include all attachments in PDF format to Nicole Wiebe at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov)
2. Funds will be provided upon written request with evidence of commitment of entity to action or expenditure of funds. Reimbursement requests should be sent via email to Nicole Wiebe, Committee Liaison, at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov) at which time you will need to provide a Final Activity Report to submit with original receipts.
3. If your organization receives funds, but does not fully complete the activity, the City shall have the right to the return of all funds paid to your organization and to withhold payment of any remaining funds. However, the City shall not exercise this right until it has given written notice to your organization and ten days have passed since the giving of such notice. This is in addition to and not in lieu of any right which state law provides for breach of contract.

**SIGNATURE**

The governing body of the applicant organization has approved this application.

The undersigned is authorized to sign this application on behalf of the applicant organization.

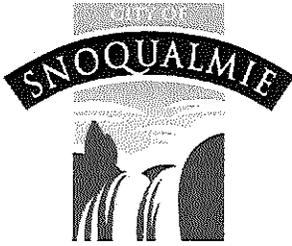
The information contained in this application is true, correct, and complete to the best of the undersigned's knowledge and belief.

Signed: *Dorie Ross*  
Dorie Ross (Oct 15, 2025 15:48:02 PDT)

Print Name: \_\_\_\_\_Dorie Ross\_\_\_\_\_

Title: \_\_\_President of Board\_\_\_\_\_

Date: 15/10/2025



City of Snoqualmie  
Lodging Tax Advisory Committee  
38624 SE River St. | PO Box 987  
Snoqualmie, Washington 98065

## Lodging Tax Funding Application 2026 Funding

Application Deadline: October 15, 2025, 5pm

**FUNDING AVAILABLE: Four (4) grants of \$7500 each**

### ORGANIZATION/PROJECT INFORMATION

<b>Organization Name:</b> SnoValley Regional Chamber	<b>Activity Type:</b> Event <input type="checkbox"/> Marketing <input checked="" type="checkbox"/> Facility <input type="checkbox"/>	<b>Lodging tax request: \$</b> 7,500.00
<b>Project Name:</b> World Cup Marketing	<b>Organization Status:</b> Non-Profit <input checked="" type="checkbox"/> Public agency <input type="checkbox"/> For-Profit <input type="checkbox"/>	<b>New Activity: Yes or No</b> Yes
<b>Federal Tax ID number:</b> 94-3235707	<b>Website:</b> SnoValley.org	<b>If No, previous 'Final Report' completed:</b>
<b>Project Coordinator:</b> Kelly Coughlin Games		
<b>Mailing Address:</b> PO Box 357, North Bend WA 98045		
<b>Email:</b> Kelly@snovalley.org		
<b>Phone:</b> 425-888-6362		
<b>Activity Location:</b> Snoqualmie	<b>Activity Dates:</b> Jan -Mar	<b>Activity Hours:</b> 24 Hours

<b>Amount of Lodging Tax Funds Requested:</b> \$ 7500	<b>Applicant Match:</b> \$ 3000	<b>Other Funding Sources:</b> \$ In Kind 3000	<b>Total Activity Budget:</b> \$ 13500
--	------------------------------------	--	---

## PROJECT DESCRIPTION

**Funding consideration, requests must be used for one of the following purposes (RCW 67.28.1816)**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(C)(3) or 501(C) 6).

**Events/festivals** takes place over a short period of time with fixed beginning and ending dates. Examples include community celebrations, sporting competitions, and concerts.

**Marketing and facility** activities are ongoing throughout the year or an extended season. Examples of marketing activities include tourism marketing and promotion. Examples of facility activities include building acquisition, renovation, and general upkeep and maintenance. If your proposed activity uses advertising to support a specific event/festival, then report as "event/festival". The advertising is targeted for a particular event/festival rather than marketing for the area in general.

1. **Provide a concise summary of the overall activity and specify whether your funding request covers the entire activity or a portion thereof.** If the latter, focus your response on the portion to be funded. (Approximately 150-250 words)
2. **What are the goals for the activity?** (Approximately 150 words)
3. **Please provide an activity schedule/timeline identifying relevant milestones.**
4. **Does the project/event include partnerships with other organizations in Snoqualmie and/or the Snoqualmie Valley?** If so, please list those organizations and briefly describe the nature of the partnership and the benefit of the partnership. (Approximately 25 words per partner organization)
5. **If allocated funds for your project/event, do you envision it as seed money, a single project/event allocation, or funds you will need on an ongoing basis for years to come?** (Approximately 50 words)
6. **If you see it as seed money, how do you plan to sustain your project after the expiration of this funding?** (Approximately 35 words)
7. **Is this project/event unusual or unique or does it move an existing program in a new direction?**
8. **Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?**

## PROJECT SUMMARY REPORTS

1. The **Snoqualmie Valley World Explorer Campaign** will position the Snoqualmie Valley as a must-visit destination during the excitement of the 2026 World Cup. The campaign will highlight our region's natural beauty, local flavor, and welcoming community, encouraging visitors to extend their stay beyond a single day.  
Our funding request covers a portion of the overall campaign, focused specifically on digital marketing that showcase Snoqualmie's unique attractions — including shopping, dining, SnoKing Ice Arena, Splash Pad, DirtFish and the iconic Snoqualmie Falls, and the Northwest Railway Museum.
2. The Snoqualmie Valley World Explorer Campaign aims to increase regional visibility and visitor engagement by positioning Snoqualmie as a key destination during the 2026 World Cup. Our goals are to:
  - a. Extend visitor stays by inspiring travelers to spend more than a day exploring Snoqualmie's shopping, dining, outdoor recreation, and cultural attractions.
  - b. Support local businesses through collaborative marketing and increased foot traffic to shops, restaurants, farms, and events.
  - c. Promote sustainable tourism by dispersing visitors across multiple experiences from e-bike and hiking adventures to farm visits and coffee stops reducing crowding at single attractions.
  - d. Foster community collaboration by uniting local partners under one marketing effort and shared visitor message.
  - e. Build long-term brand recognition for Snoqualmie Valley as an adventure, flavor, and community destination beyond the World Cup timeframe.

Together, these goals strengthen local tourism, economic vitality, and community pride.

3. The *Snoqualmie Valley World Explorer Campaign* will focus exclusively on digital marketing to promote Snoqualmie as a destination during the 2026 World Cup season.

#### **January 2026 – Campaign Setup**

- Develop and finalize creative assets for the campaign.
- Design targeted digital ads and landing pages featuring Snoqualmie's shopping, dining, outdoor attractions, and iconic landmarks.
- Establish analytics tools to track ad performance and visitor engagement.

#### **February 2026 – Campaign Launch**

- Launch paid digital advertising across Google, Meta, and regional travel platforms.
- Implement local broadcast and cable TV advertising to expand reach among nearby and regional audiences.
- Promote Snoqualmie as a must-visit destination and encourage extended stays beyond a single day.

**March 2026 – Campaign Reporting**

- Continue digital and broadcast ad placements through month-end.
  - Track impressions, click-through rates, and visitor interactions.
  - Prepare a final performance summary and recommendations for future tourism marketing efforts.
4. Not at this time. The *Snoqualmie Valley World Explorer Campaign* will focus solely on digital marketing managed by the SnoValley Chamber of Commerce. Future phases may include local business and tourism partnerships as the campaign expands.
  5. This funding will be used as a **single project allocation** to support the *Snoqualmie Valley World Explorer* digital marketing campaign. The project is designed as a one-time promotional effort aligned with the 2026 World Cup season and does not require seed or ongoing funding in future years.
  6. Not applicable. This project is a one-time digital marketing campaign focused on promoting Snoqualmie during the 2026 World Cup season and does not require ongoing funding.
  7. No. This project builds on existing tourism marketing efforts by the SnoValley Chamber of Commerce. It is a focused, one-time digital campaign designed to promote Snoqualmie during the 2026 World Cup season.
  8. Yes. All media produced by the SnoValley Chamber of Commerce emphasizes a warm, welcoming message that reflects the city's inclusive values. The *Snoqualmie Valley World Explorer* campaign will continue this approach, promoting a positive image that celebrates community, diversity, and the natural beauty of Snoqualmie.

Each funded project applicant must submit a final report and paid invoices with back up receipts at the end of the project and may be required to submit periodic progress reports during the course of the project. Final reports need to answer the following questions:

- How many people (visitors) do you expect to attend your activity? (How was this measured?)
- How many people (visitors), who live greater than 50 miles away from the location of your activity, do you expect to attend? (How was this measured?)
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?)
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?)

**INCOME and EXPENSES**

Please list the income source, approximate amount, and availability status of any other income that is planned to fund the activity for which you are applying.

Are you seeking lodging taxes from any other municipality? Yes No

Are you seeking or will you provide matching funds? Yes No

Are you seeking in-kind services from the City of Snoqualmie? Yes No

If so, what type(s) of services:

Police      EMS/Fire      Parks/Public Works      Location      Other (specify):

**Please provide a detailed budget for your entire activity.** (Describe below or include attachment)

**INCOME**

Source of Other Funding	In-Kind or Cash (specify)	Amount	Availability Status
Hurley Media Group	3000	\$ 3000	3000
SnoValley Chamber payroll	3000	\$ 3000	3000
		\$	

**EXPENSES**

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits)	\$ 6000	\$ 0

Do not include personnel costs for the following activities.

Activity	Total Cost for Activity	Lodging Tax Funds Requested
Administration (rent, utilities, office expenses, supplies, postage, janitorial, etc.)	\$	\$
Marketing/Promotion	\$	\$
Website	\$	\$
Brochures / Flyers	\$	\$
Print Media / Display Ads /Radio/TV	\$ 7,500	\$ 7,500
Other (describe below)	\$	\$
City of Snoqualmie services (if applicable)	\$	\$

<b>TOTAL COSTS</b>	<b>\$ 13500</b>	<b>\$ 7500</b>
--------------------	-----------------	----------------

**ATTACHMENTS**

**All applicants must provide documentation of their organization (see below).**

Non-profit organization	Profit Organization	Public Agency
State certificate of non-profit incorporation and/or federal copy of 501(c)(3) IRS Tax ID number Articles of incorporation Most recent proposed and approved budgets of the overall organization Names and titles of the organization's board of directors and principal staff	Articles of incorporation Ownership statement Current business license IRS Tax ID number State UBI number Names and titles of organization's managers or principal officers/directors	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

**NOTES**

1. Please provide a completed application by **October 15, 2025, at 5:00 p.m.** The application should be sent via email in Word or PDF format and include all attachments in PDF format to Nicole Wiebe at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov)
2. Funds will be provided upon written request with evidence of commitment of entity to action or expenditure of funds. Reimbursement requests should be sent via email to Nicole Wiebe, Committee Liaison, at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov) at which time you will need to provide a Final Activity Report to submit with original receipts.
3. If your organization receives funds, but does not fully complete the activity, the City shall have the right to the return of all funds paid to your organization and to withhold payment of any remaining funds. However, the City shall not exercise this right until it has given written notice to your organization and ten days have passed since the giving of such notice. This is in addition to and not in lieu of any right which state law provides for breach of contract.

**SIGNATURE**

The governing body of the applicant organization has approved this application.

The undersigned is authorized to sign this application on behalf of the applicant organization.

The information contained in this application is true, correct, and complete to the best of the undersigned's knowledge and belief.

Signed: *Kelly Coughlin*

Print Name: Kelly Coughlin Games

Title: CEO

Date: 10/10/2025



City of Snoqualmie  
 Lodging Tax Advisory Committee  
 38624 SE River St. | PO Box 987  
 Snoqualmie, Washington 98065

## Lodging Tax Funding Application 2026 Funding

Application Deadline: October 15, 2025, 5pm

**FUNDING AVAILABLE: Four (4) grants of \$7500 each**

### ORGANIZATION/PROJECT INFORMATION

<b>Organization Name:</b> Northwest Railway Museum	<b>Activity Type:</b> Event <input checked="" type="checkbox"/> Marketing <input checked="" type="checkbox"/> Facility <input type="checkbox"/>	<b>Lodging tax request:</b> \$7,500
<b>Project Name:</b> Snoqualmie Valley Wine Train	<b>Organization Status:</b> Non-Profit <input checked="" type="checkbox"/> Public agency <input type="checkbox"/> For-Profit <input type="checkbox"/>	<b>New Activity: Yes or No</b> No
<b>Federal Tax ID number:</b> 91 605 4975	<b>Website:</b> <a href="https://trainmuseum.org/">https://trainmuseum.org/</a>	<b>If No, previous 'Final Report' completed:</b>
<b>Project Coordinator:</b> VJ Kopacki, Administrative Officer		
<b>Mailing Address:</b> PO Box 459, Snoqualmie WA 98065		
<b>Email:</b> <a href="mailto:vj@trainmuseum.org">vj@trainmuseum.org</a>		
<b>Phone:</b> 425-888-3030 x 7206		
<b>Activity Location:</b> Northwest Railway Museum, Snoqualmie Depot, North Bend Depo	<b>Activity Dates:</b> February 2026 (tbd) April 26 <sup>th</sup> , 2026 June 20 <sup>th</sup> , 2026 September 27 <sup>th</sup> , 2026 October 31 <sup>st</sup> , 2026 One additional date (tbd)	<b>Activity Hours:</b> 4:30 pm – 8 pm

<b>Amount of Lodging Tax Funds Requested:</b>	<b>Applicant Match:</b>	<b>Other Funding Sources:</b>	<b>Total Activity Budget:</b>
\$7,500	\$62,050	\$61,400	\$ 130,950

## PROJECT DESCRIPTION

**Funding consideration, requests must be used for one of the following purposes (RCW 67.28.1816)**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(C)(3) or 501(C) 6).

**Events/festivals** takes place over a short period of time with fixed beginning and ending dates. Examples include community celebrations, sporting competitions, and concerts.

**Marketing and facility** activities are ongoing throughout the year or an extended season. Examples of marketing activities include tourism marketing and promotion. Examples of facility activities include building acquisition, renovation, and general upkeep and maintenance. If your proposed activity uses advertising to support a specific event/festival, then report as “event/festival”. The advertising is targeted for a particular event/festival rather than marketing for the area in general.

- 1. Provide a concise summary of the overall activity and specify whether your funding request covers the entire activity or a portion thereof.** If the latter, focus your response on the portion to be funded.  
(Approximately 150-250 words)

The Northwest Railway Museum’s *Snoqualmie Valley Wine Train* series offers visitors a distinctive tourism experience that pairs the scenic beauty of the Snoqualmie Valley with tastings from premier local wineries at stops along the railway. Guests travel aboard historic railcars between Snoqualmie and North Bend while enjoying curated wine selections, local artisan eats, and interpretive storytelling that highlight regional history. This project attracts both residents and visitors from across the Puget Sound region, drawing new audiences to downtown Snoqualmie’s shops, restaurants, and lodging options.

The Museum will contribute \$1,500 in operational funds toward *Snoqualmie Valley Wine Train* marketing. A \$7,500 grant would expand this effort to reach new tourism audiences through radio promotion, digital advertising and print distribution, increasing regional visitation and overnight stays in Snoqualmie. This portion of funding will strengthen Snoqualmie’s visibility. Expanded marketing will increase awareness of Snoqualmie’s cultural offerings, attract new overnight tourists, and drive measurable economic impact for the local business community. By connecting new audiences with the region’s history, wine culture, and hospitality, *Snoqualmie Valley Wine Train* supports both the Museum’s mission and the City’s broader tourism and economic development goals.

- 2. What are the goals for the activity?** (Approximately 150 words)

The goals of the *Wine Train* series are to attract regional visitors and overnight tourists to Snoqualmie, boost economic activity for local wineries, restaurants, and downtown merchants, and position the city as a premier cultural and recreational destination. Through engaging, high-quality experiences aboard historic railcars, the Wine Train connects visitors with the area’s heritage while promoting the valley’s vibrant wine and food scene.

With enhanced marketing support, the Museum aims to broaden the reach of the Wine Train beyond its established local following. Paid advertising and digital outreach will expand the event’s visibility throughout

the Puget Sound region, Portland, and neighboring states, encouraging both day trips and overnight stays. The marketing campaign will directly translate into greater visitor spending in Snoqualmie’s retail, dining, and lodging sectors, reinforcing the city’s reputation as a premier destination for cultural tourism.

**3. Please provide an activity schedule/timeline identifying relevant milestones.**

October 2025

Preplanning - work with the Snoqualmie Regional Chamber to select Twin Peaks Snoqualmie Valley day  
Begin booking vendors

November 2025

Budget due for following year

February 2026

Twin Peaks Snoqualmie Valley Wine Train

April 26<sup>th</sup>, 2026

Snoqualmie Valley Wine Train

June 20<sup>th</sup>, 2026

Possible Beer & Wine Train

July 2026

Additional promotional efforts to ensure a successful event

September 27<sup>th</sup>, 2026

Snoqualmie Valley Wine Train

October 31<sup>st</sup>, 2026

Halloween Themed Snoqualmie Valley Wine Train

**4. Does the project/event include partnerships with other organizations in Snoqualmie and/or the Snoqualmie Valley? If so, please list those organizations and briefly describe the nature of the partnership and the benefit of the partnership. (Approximately 25 words per partner organization)**

These are a selection of our current and past community partners, which are subject to change:

**Sigillo’s Winery** – Showcases the region’s craftsmanship and invites visitors to experience Snoqualmie’s local flavor through their nearby tasting room.

**Alveare Winery** – A local business dedicated to beekeeping, biodiversity, and sustainability, contributing to the event’s eco-conscious and artisanal appeal for visitors.

**Añejo Tequila Bar** – A lively downtown restaurant with a cultural focus that draws attendees into Snoqualmie before and after events, supporting the local dining scene and increasing visitor spending.

**Copperstone** – A valued partner supporting Museum programs and fostering connections between event attendees and downtown Snoqualmie businesses.

**Chickadee Bakeshop** – A woman-owned small business providing locally sourced baked goods that highlight Snoqualmie’s creative and entrepreneurial spirit, encouraging visitors to explore local cafés and shops.

**Pursued by Bear Winery** – Owned by actor Kyle MacLachlan, this partnership draws media attention and attracts cultural tourists—including *Twin Peaks* fans—from across the U.S. and abroad.

**Black Dog Café** – A steadfast community partner and supporter of the Northwest Railway Museum for more than thirty-five years.

**Mount Si Winery** – A family-owned business celebrated for its artisanal approach and deep ties to Snoqualmie Valley’s agricultural heritage.

**Pearl & Stone Wine Co** – winery focused on locally-sourced and handcrafted wines, supporting the Museum’s events for the past five years.

**Chateau NoElle** – a winery dedicated to supporting local community and a long-term partner of the museum.

**Twede’s Café** – a local restaurant and tourist attraction which contributes its famous pies to the Museum’s Twin Peaks Wine Train.

Every vendor supports our *Snoqualmie Valley Wine Train* series, many by offering discounts or offering donated products. Local winery partnerships draw visitors to both our event and their tasting rooms; these collaborations extend tourist stays and encourage repeat visits.

Additionally, the Museum enjoys a productive partnership with the Snoqualmie Regional Chamber, promoting tourism for the benefit of all in the upper valley. The Museum also maintains an active partnership with the Snoqualmie Downtown Merchants, fostering a relationship of support. We also enjoy a partnership supporting Snoqualmie Days in August and a partnership with the Mountain to Sound Greenway.

- 5. If allocated funds for your project/event, do you envision it as seed money, a single project/event allocation, or funds you will need on an ongoing basis for years to come?** (Approximately 50 words)  
*Snoqualmie Valley Wine Trains* are Northwest Railway Museum signature events that have operated since 2018 in partnership with the Snoqualmie Valley Casino. The Museum now manages the event series on behalf of the community; with its continued success this is an event that now requires additional support to grow further. The success of the event series depends upon flexible marketing that reaches a broad audience, and we expect to request future funding to support its growth.

With this current funding, we expect to make this event a major profit driver for the museum. This funding will allow us to support this important series and increase our ability to reach and attract more diverse visitors and expand Snoqualmie’s tourism identity. This grant will strengthen marketing capacity, allowing the Museum to attract new visitors and generate increased economic activity in Snoqualmie.

- 6. If you see it as seed money, how do you plan to sustain your project after the expiration of this funding?** (Approximately 35 words)

When this event series is fully developed in the future, we expect it to become an entirely self-sustaining event series.

- 7. Is this project/event unusual or unique or does it move an existing program in a new direction?**

*Snoqualmie Valley Wine Train* is a distinctive, immersive experience found nowhere else in Washington. Our *Snoqualmie Valley Wine Trains* combine historic rail travel, local wine, and regional storytelling, sometimes along thematics like Halloween, Twin Peaks, Juneteenth, or involving musical performances. This funding would allow us to move our existing event series in a new direction by expanding marketing to develop a wider tourist audience.

- 8. Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?**

*Snoqualmie Valley Wine Trains* showcase Snoqualmie as a welcoming and inclusive destination that celebrates local culture, community, and enterprise. Its marketing highlights the city’s scenic beauty and diverse hospitality scene, inviting visitors from all backgrounds to enjoy an elevated yet affordable experience while discovering Snoqualmie’s warmth and charm.

## PROJECT SUMMARY REPORTS

Each funded project applicant must submit a final report and paid invoices with back up receipts at the end of the project and may be required to submit periodic progress reports during the course of the project. Final reports need to answer the following questions:

- 9. How many people (visitors) do you expect to attend your activity? (How was this measured?)**  
Approximately 600 in total, across all wine trains. This was estimated based on previous success and sold-out wine trains.
- 10. How many people (visitors), who live greater than 50 miles away from the location of your activity, do you expect to attend? (How was this measured?)**  
225, or 30%. This approximation is based on previous data, including home zip code, collected in our Point of Sale System from prior wine train advance ticket sales.
- 11. How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?)**  
150, or 20%. This approximation is based on previous data, including home zip code, collected in our Point-of-Sale System from prior wine train advance ticket sales.
- 12. How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?)**  
64, or approximately 8.5%. This estimate is based on previous data, including home zip code, collected in our Point-of-Sale System from prior wine train advance ticket sales.

Our final numbers will be quantified based upon a direct count: actual count of visitors using methods such as paid admissions / registrations and confirmed by clicker counts at entry points.

**INCOME and EXPENSES**

Please list the income source, approximate amount, and availability status of any other income that is planned to fund the activity for which you are applying.

Are you seeking lodging taxes from any other municipality? Yes No

Are you seeking or will you provide matching funds? Yes No

Are you seeking in-kind services from the City of Snoqualmie? Yes No

If so, what type(s) of services:

Police      EMS/Fire      Parks/Public Works      Location      Other (specify):

**Please provide a detailed budget for your entire activity.** (Describe below or include attachment)

**INCOME**

Source of Other Funding	In-Kind or Cash (specify)	Amount	Availability Status
Sponsorships	In-Kind	\$2000	Tentative
Snoqualmie Valley Wine Train Entry Fees	Cash	\$59,400	In process

**EXPENSES**

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits) Personnel costs reflect staff time for event management, volunteer coordination, and visitor services, covered through general operating funds.	\$28,500	\$0

Do not include personnel costs for the following activities.

Activity	Total Cost for Activity	Lodging Tax Funds Requested
Administration Bookkeeping	\$200	\$200
Marketing/Promotion Website Social Media	\$500	\$500
Print Media / Display Ads / Radio/TV	\$800 \$7,500	\$800 \$6,000
Food and Beverage	\$13,650	\$
Train operations	\$18,400	
City of Snoqualmie services (if applicable)	\$	\$
<b>TOTAL COSTS</b>	<b>\$69,550</b>	<b>\$7,500</b>

**ATTACHMENTS**

**All applicants must provide documentation of their organization (see below).**

Non-profit organization	Profit Organization	Public Agency
State certificate of non-profit incorporation and/or federal copy of 501(c)(3) IRS Tax ID number Articles of incorporation Most recent proposed and approved budgets of the overall organization Names and titles of the organization's board of directors and principal staff	Articles of incorporation Ownership statement Current business license IRS Tax ID number State UBI number Names and titles of organization's managers or principal officers/directors	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

**NOTES**

- 1. Please provide a completed application by **October 15, 2025, at 5:00 p.m.** The application should be sent via email in Word or PDF format and include all attachments in PDF format to Nicole Wiebe at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov)
- 2. Funds will be provided upon written request with evidence of commitment of entity to action or expenditure of funds. Reimbursement requests should be sent via email to Nicole Wiebe, Committee Liaison, at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov) at which time you will need to provide a Final Activity Report to submit with original receipts.
- 3. If your organization receives funds, but does not fully complete the activity, the City shall have the right to the return of all funds paid to your organization and to withhold payment of any remaining funds. However, the City shall not exercise this right until it has given written notice to your organization and ten days have passed since the giving of such notice. This is in addition to and not in lieu of any right which state law provides for breach of contract.

**SIGNATURE**

The governing body of the applicant organization has approved this application.

The undersigned is authorized to sign this application on behalf of the applicant organization.

The information contained in this application is true, correct, and complete to the best of the undersigned's knowledge and belief.

Signed: 

Print Name: \_\_\_Virginia J. Kopacki\_\_\_\_\_

Title: \_\_\_Administrative Officer\_\_\_\_\_

Date: \_\_\_10/15/2025\_\_\_\_\_

### Board

John Mess, President, 2 years: Architect, AIA (retired)

David Olix, Secretary, 5 years: Microsoft software developer

Jon Beveridge, Treasurer, 14 years: Boeing avionics engineer (retired), Prior President

Sam Metzler, 9 years: Retired military, local resident

Dennis Snook, 17 years: National Labor Relations Board office administrator, Prior President

Cole Van Gerpen, 1 year: Music Educator, North Shore School District, former local resident

Larry Costich, 1 year: Attorney (retired) Land use and contract law

Jim Gill, 1 year: CPA, finance executive, tax manager, and former board member of the Federal Reserve.

### Staff

Richard Anderson, Executive Director, 30 Years

VJ Kopacki, Administrative Officer, 1< year

Emily Boersma, Collections Registrar, 6 years

Matt MacDonnal, Volunteer & Program Coordinator, 1 year

Kacy Hardin, Visitor Services Manager, 7 years

Michael Hughes, Educator & Train Operations Manager, 2 years

Eli Price, Visitor Services & Collections Assistant, 3 years

	(Numbers re)				
	Budget 2025	Budget 2024	Budget 2023	Budget 2022	Jan - Dec 24
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
Contributed Income (1)	1,100,000	1,000,000	750,000	850,000	700,226
Licensing & Royalty Income (2)	5,000	5,000	5,000	1,000	40,385
Investment Income	25,000	25,000	10,000	1,000	82,803
Program Revenue (3)	1,647,000	1,500,000	1,246,000	720,000	1,541,892
Reimbursement (4)	10,000	10,000	10,000	10,000	
Rental Income	500	500	500	500	
Retail Sales	275,000	260,000	240,000	185,000	275,301
Sale of Surplus	10,000	10,000	10,000	1,000	21,635
Uncategorized Income	-	-	0	0	
<b>Total Income</b>	<b>3,072,500</b>	<b>2,810,500</b>	<b>2,271,500</b>	<b>1,768,500</b>	<b>2,662,242</b>
<b>Cost of Goods Sold</b>					
COGS (5)	190,000	130,000	75,000	110,000	265,225
<b>Total COGS</b>	<b>190,000</b>	<b>125,000</b>	<b>75,000</b>	<b>110,000</b>	<b>265,225</b>
<b>Gross Profit</b>	<b>2,882,500</b>	<b>2,685,500</b>	<b>2,196,500</b>	<b>1,658,500</b>	<b>2,397,017</b>
<b>Expense</b>					
Payroll Expenses	1,050,000	840,000	640,000	525,000	888,998
Professional Fees	150,000	150,000	110,000	65,000	235,535
Contract Labor	10,000	30,000	4,000	5,000	9,998
Advertisement	25,000	15,000	15,000	17,500	21,219
Banking & Payroll Fees	55,000	65,000	52,500	38,000	49,358
Communications	33,000	28,000	25,000	18,000	29,052
Dues and Subscriptions	12,500	12,000	11,000	11,500	11,835
Equipment Rental	5,000	5,000	2,500	2,500	3,401
Fuel & Lubricants (6)	55,000	45,000	44,000	45,000	41,749
Insurance	133,000	105,000	89,000	68,000	123,111
Interest Expense	110,000	115,000	131,000	135,000	114,678
Licenses and Permits	5,000	5,000	4,000	4,000	3,747
Meals and Entertainment	8,250	6,000	4,000	12,000	7,517
Occupancy	72,000	60,000	55,000	45,000	65,362
Postage and Delivery	2,000	1,800	4,800	4,800	1,831
Printing and Reproduction	14,000	12,000	19,800	35,000	12,972
Professional Development	500	500	1,200	500	
Repairs	85,000	125,000	89,000	65,000	79,634
Royalties & Licensing Fees	3,500	3,500	3,500	3,500	3,500
Storage	5,250	4,000	6,800	2,600	4,068
Supplies and Equipment	150,000	150,000	90,000	85,000	142,820
Taxes	500	500	200	150	126
Transport	25,000	25,000	35,000	9,000	21,587
Travel	5,000	12,000	3,500	3,500	3,966
Uncategorized Expense					16,893
6150 - Depreciation Expense (3)	500,000	448,000	444,500	444,500	449,186
<b>Total Expense</b>	<b>2,514,500</b>	<b>2,263,300</b>	<b>1,885,300</b>	<b>1,645,050</b>	<b>2,342,143</b>

<b>Net Ordinary Income</b>	368,000	422,200	311,200	13,450	54,874
<b>Other Income/Expense</b>					
<b>Other Income</b>					
Unrealized Gain/Loss on Invest					294,648
<b>Total Other Income</b>		-			294,648
<b>Other Expense</b>					
Costs to be capitalized	368,000	250,000	250,000	250,000	750,975
Development (fundraising)consult		125,000			
Loss on Insurance Proceeds		-	0	0	
<b>Total Other Expense</b>	368,000	375,000	250,000	250,000	
<b>Net Other Income</b>	(368,000)	(375,000)	(250,000)	(250,000)	
	<b>0</b>	<b>47,200</b>	<b>61,200</b>	<b>(236,550)</b>	

- (1) Contributed income does not include projected proceeds from large capital grants. 2025 represents f
- (2) Licensing income is unpredictable so budget projections are minimal unless there is a signed contract.
- (3) Projected program income shown on page two.
- (4) Reimbursements include insurance proceeds, depot restroom expenses, and river street signal expenses
- (5) 2024 COGS were out of proportion to sales due to a) increasing inventory for Train Shed store, and b)
- (6) Fuel prices expected to increase due to tariff on oil processed and used in Western WA.

## present provisional totals as of January of each year)

<u>Jan - Dec 23</u>	<u>Jan - Dec 22</u>	<u>Jan - Dec 21</u>	<u>Jan - Dec 20</u>	<u>Jan - Dec 19</u>
1,010,218	1,062,478	1,177,414	1,055,924	828,131
100	10,000	4,175	100	1,425
69,689	22,121	677	73,986	7,963
1,414,291	1,104,804	833,990	177,264	844,681
24,167	25,943	69,824	34,539	8,327
50	500	0	500	25
262,322	232,405	211,050	50,780	186,022
12,690	21,884	1,676	810	15,613
708	0	190	0	-
<u>2,794,235</u>	<u>2,480,135</u>	<u>2,298,996</u>	<u>1,393,903</u>	<u>1,892,187</u>
<u>234,862</u>	<u>71,886</u>	<u>110,407</u>	<u>25,938</u>	<u>107,390</u>
<u>234,862</u>	<u>71,886</u>	<u>110,407</u>	<u>25,938</u>	<u>107,390</u>
<u>2,559,373</u>	<u>2,408,249</u>	<u>2,188,589</u>	<u>1,367,965</u>	<u>1,784,797</u>
790,648	560,827	485,244	311,342	394,847
147,912	132,400	57,200	32,962	55,990
28,347	4,067	4,445	855	5,939
4,654	10,087	14,603	7,499	15,805
62,221	52,653	36,536	10,756	22,668
27,761	25,466	14,443	16,144	13,093
11,545	11,003	10,940	7,529	7,926
4,174	2,517	2,519	141	17,149
42,808	43,445	37,388	8,582	19,648
103,520	70,191	62,521	62,144	79,703
117,463	122,967	129,828	138,797	132,398
4,607	3,676	4,098	3,285	4,567
7,518	3,956	893	566	13,481
57,233	54,923	40,621	33,828	40,183
1,745	1,954	7,844	2,814	5,811
13,263	7,282	32,053	13,731	20,274
394	800	0	0	369
185,549	88,382	43,542	40,145	25,038
3,938	3,500	3,500	0	3,500
3,816	6,752	5,718	6,181	6,012
151,610	89,310	88,045	48,206	49,972
122	184	140	178	90
20,353	4,500	31,163	329	8,986
10,448	2,602	3,147	1,397	3,135
38,468	18,903	14,616	0	-
<u>447,959</u>	<u>444,500</u>	<u>442,850</u>	<u>402,493</u>	<u>401,373</u>
<u>2,288,076</u>	<u>1,766,847</u>	<u>1,573,897</u>	<u>1,149,904</u>	<u>1,347,958</u>

271,297	641,402	614,692	218,061	436,839
178,000		(14,661)	73,986	164,037
<u>178,000</u>	<u>0</u>	<u>(14,661)</u>	<u>73,986</u>	<u>164,037</u>
297,812	250,000	342,226	0	-
0	0	0	25,211	-
<u>297,812</u>	<u>250,000</u>	<u>342,226</u>	<u>25,211</u>	<u>-</u>
<u>(119,812)</u>	<u>(250,000)</u>	<u>(356,887)</u>	<u>48,775</u>	<u>164,037</u>
<u><b>151,485</b></u>	<u><b>391,402</b></u>	<u><b>257,805</b></u>	<u><b>266,836</b></u>	<u><b>600,876</b></u>

first year of DoorsOpen sustained support.

ses.

2023 DOWT merch not invoiced until 2024.



City of Snoqualmie  
 Lodging Tax Advisory Committee  
 38624 SE River St. | PO Box 987  
 Snoqualmie, Washington 98065

## Lodging Tax Funding Application 2026 Funding

Application Deadline: October 15, 2025, 5pm

**FUNDING AVAILABLE: Four (4) grants of \$7500 each**

### ORGANIZATION/PROJECT INFORMATION

<b>Organization Name:</b> Historic Downtown Snoqualmie Merchant Association	<b>Activity Type:</b> Marketing <input checked="" type="checkbox"/> Event <input type="checkbox"/> Facility <input type="checkbox"/>	<b>Lodging tax request:</b> \$7,500
<b>Project Name:</b> Discover Downtown Snoqualmie Year-Round	<b>Organization Status:</b> Non-Profit <input checked="" type="checkbox"/> Public agency <input type="checkbox"/> For-Profit <input type="checkbox"/>	<b>New Activity:</b> Yes
<b>Federal Tax ID number:</b> 83-1314085	<b>Website:</b> www.downtownsnoqualmie.com	<b>If No, previous 'Final Report' completed:</b>
<b>Project Coordinator:</b> Dorie Ross		
<b>Mailing Address:</b> Po Box 686 Snoqualmie, WA 98065		
<b>Email:</b> dorie@chickadeebakeshop.com		
<b>Phone:</b> 206-856-5034		
<b>Activity Location:</b> Downtown Snoqualmie	<b>Activity Dates:</b> Jan-Dec 2026	<b>Activity Hours:</b>

<b>Amount of Lodging Tax Funds Requested:</b> \$7,500	<b>Applicant Match:</b> \$	<b>Other Funding Sources:</b> Sponsorships \$2,000	<b>Total Activity Budget:</b> \$ 20,000
--	-------------------------------	--	--

## PROJECT DESCRIPTION

**Funding consideration, requests must be used for one of the following purposes (RCW 67.28.1816)**

- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(C)(3) or 501(C) 6).

**Events/festivals** takes place over a short period of time with fixed beginning and ending dates. Examples include community celebrations, sporting competitions, and concerts.

**Marketing and facility** activities are ongoing throughout the year or an extended season. Examples of marketing activities include tourism marketing and promotion. Examples of facility activities include building acquisition, renovation, and general upkeep and maintenance. If your proposed activity uses advertising to support a specific event/festival, then report as “event/festival”. The advertising is targeted for a particular event/festival rather than marketing for the area in general.

1. **Provide a concise summary of the overall activity and specify whether your funding request covers the entire activity or a portion thereof.** If the latter, focus your response on the portion to be funded. (Approximately 150-250 words)

The Historic Downtown Snoqualmie Merchant Association (HDSMA) seeks funding to support an ongoing marketing initiative that promotes downtown Snoqualmie as a year-round tourism destination and encourages regional residents and visitors to shop local. This includes the creation and distribution of promotional materials such as posters, flyers, brochures, mailers, and event calendars, as well as a digital campaign including paid social media advertisements, boosted posts, email marketing, seasonal promotions, and professionally designed graphics.

This request covers **a portion** of the total annual marketing activity, specifically supporting the development and distribution of both print and digital materials. These efforts will highlight small businesses, unique experiences, dining, events, and cultural attractions, encouraging visitors to explore and spend time in Historic Snoqualmie.

This marketing campaign is a crucial driver for increasing foot traffic, business visibility, and economic vitality in the downtown corridor, supporting both local merchants and broader tourism-related goals. The campaign will be aligned with Visit Snoqualmie and other regional efforts to maximize exposure and reach.

2. **What are the goals for the activity?** (Approximately 150 words)

- Increase year-round visibility and visitation to Historic Downtown Snoqualmie through consistent, high-quality marketing.
- Drive economic activity by encouraging locals and tourists to shop, dine, and explore downtown businesses.

- Support tourism by highlighting unique features such as the Northwest Railway Museum, Downtown Businesses, local events, and outdoor recreation nearby.
- Create a cohesive and welcoming brand for downtown Snoqualmie that encourages return visits and regional word-of-mouth.
- Strengthen merchant collaboration through joint promotions and shared messaging under one campaign.

**3. Please provide an activity schedule/timeline identifying relevant milestones.**

January Annual marketing strategy finalized; calendar of campaigns set

February – April Design spring print materials, initiate spring campaign (social + email)

May – July Summer promotions; produce visitor brochures and flyers

August Support Snoqualmie Days with cross-promotion marketing

September – October Fall-themed campaign launches; boost regional outreach

November – December Holiday shopping and “Shop Local” campaign; print/mailers go out

Ongoing Monthly content creation, ad boosts, graphic design, reporting

**4. Does the project/event include partnerships with other organizations in Snoqualmie and/or the Snoqualmie Valley?** If so, please list those organizations and briefly describe the nature of the partnership and the benefit of the partnership. (Approximately 25 words per partner organization)

- **City of Snoqualmie:** Provides coordination on public messaging and supports events that marketing campaigns promote; enhances civic visibility and consistency.
- **Snoqualmie Valley Chamber of Commerce:** Shares promotional content, cross-lists events, and collaborates on regional business visibility strategies.
- **Northwest Railway Museum:** Cross-promotes cultural tourism and events; supports heritage branding of downtown.
- **Local Downtown Businesses:** Participate in cooperative marketing and provide offers or content for featured promotions and campaigns.

**5. If allocated funds for your project/event, do you envision it as seed money, a single project/event allocation, or funds you will need on an ongoing basis for years to come?** (Approximately 50 words)

We see this as an **ongoing funding need** to support annual marketing and promotional work. Continued investment is necessary to maintain a visible presence in a competitive tourism and retail market and to support small businesses throughout the year.

**6. If you see it as seed money, how do you plan to sustain your project after the expiration of this funding?** (Approximately 35 words)

**7. Is this project/event unusual or unique or does it move an existing program in a new direction?**

This project builds on existing marketing efforts but takes a more coordinated and professional approach with expanded digital advertising, consistent graphic branding, and increased regional outreach to new audiences. It marks a step forward in marketing strategy.

**8. Does the project promote a positive image for the city? Does the project promote the city inclusively and welcomingly?**

Yes, the campaign promotes a **positive and inclusive image** of Snoqualmie by highlighting its welcoming community, diverse range of businesses, historical and cultural richness, and year-round attractions. Materials are designed to appeal to visitors of all backgrounds and age groups, encouraging exploration, engagement, and local pride.

**PROJECT SUMMARY REPORTS**

Each funded project applicant must submit a final report and paid invoices with back up receipts at the end of the project and may be required to submit periodic progress reports during the course of the project. Final reports need to answer the following questions:

- How many people (visitors) do you expect to attend your activity? (How was this measured?) 500,000
- How many people (visitors), who live greater than 50 miles away from the location of your activity, do you expect to attend? (How was this measured?) 50%
- How many people (visitors), who live outside the state or country, do you expect to attend? (How was this measured?) 25%
- How many people (visitors) do you expect to pay for overnight lodging? (How was this measured?) 50%

**INCOME and EXPENSES**

Please list the income source, approximate amount, and availability status of any other income that is planned to fund the activity for which you are applying.

Are you seeking lodging taxes from any other municipality? Yes No

Are you seeking or will you provide matching funds? Yes No

Are you seeking in-kind services from the City of Snoqualmie? Yes No

If so, what type(s) of services:

Police      EMS/Fire      Parks/Public Works      Location      Other (specify):

**Please provide a detailed budget for your entire activity.** (Describe below or include attachment)

**INCOME**

Source of Other Funding	In-Kind or Cash (specify)	Amount	Availability Status
sponsorships	Cash	\$2,000	
		\$	
		\$	

**EXPENSES**

Activity	Total Cost for Activity	Lodging Tax Funds Requested
All Personnel (salaries and benefits)	\$0	\$

Do not include personnel costs for the following activities.

Activity	Total Cost for Activity	Lodging Tax Funds Requested
Administration (rent, utilities, office expenses, supplies, postage, janitorial, etc.)	\$	\$
Marketing/Promotion	\$	\$
Website	\$ 200	\$
Brochures / Flyers	\$ 15,000	\$ 7,500
Print Media / Display Ads /Radio/TV	\$ 4,800	\$
Other (describe below)	\$	\$
City of Snoqualmie services (if applicable)	\$	\$

<b>TOTAL COSTS</b>	<b>\$20,000</b>	<b>\$7,500</b>
--------------------	-----------------	----------------

**ATTACHMENTS**

**All applicants must provide documentation of their organization (see below).**

Non-profit organization	Profit Organization	Public Agency
State certificate of non-profit incorporation and/or federal copy of 501(c)(3) IRS Tax ID number Articles of incorporation	Articles of incorporation Ownership statement Current business license IRS Tax ID number	Meeting minutes approving activity and authorization of application or a letter or resolution indicating official approval of project and application

<p>Most recent proposed and approved budgets of the overall organization</p> <p>Names and titles of the organization's board of directors and principal staff</p>	<p>State UBI number</p> <p>Names and titles of organization's managers or principal officers/directors</p>	
---	--	--

**NOTES**

1. Please provide a completed application by **October 15, 2025, at 5:00 p.m.** The application should be sent via email in Word or PDF format and include all attachments in PDF format to Nicole Wiebe at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov)
2. Funds will be provided upon written request with evidence of commitment of entity to action or expenditure of funds. Reimbursement requests should be sent via email to Nicole Wiebe, Committee Liaison, at [NWiebe@snoqualmiewa.gov](mailto:NWiebe@snoqualmiewa.gov) at which time you will need to provide a Final Activity Report to submit with original receipts.
3. If your organization receives funds, but does not fully complete the activity, the City shall have the right to the return of all funds paid to your organization and to withhold payment of any remaining funds. However, the City shall not exercise this right until it has given written notice to your organization and ten days have passed since the giving of such notice. This is in addition to and not in lieu of any right which state law provides for breach of contract.

**SIGNATURE**

The governing body of the applicant organization has approved this application.

The undersigned is authorized to sign this application on behalf of the applicant organization.

The information contained in this application is true, correct, and complete to the best of the undersigned's knowledge and belief.

Signed: *Dorie Ross*  
Dorie Ross (Oct 15, 2025 16:24:16 PDT)

Print Name:     Dorie Ross    

Title:           President of Board          

Date:     15/10/2025



## Lodging Tax Funding Scoring Sheet 2026

Applicant Name: \_\_\_\_\_

ELIGIBILITY	PROJECT LOCATION	VALUE ASSESSMENT	MARKETING PLAN	PARTNERS & COLLABORATORS
Application packet is completed and submitted prior to deadline.	Project is located within Snoqualmie city limits.	Does project contribute to local economy? Does project enhance visitor experience? Project is viable, an efficient and economical use of funds.	Project marketing plan is identified. Project is designed to attract tourists.	Project has viable partners and/or cooperation that demonstrates community collaboration.
<b>Points</b>	<b>Points</b>	<b>Points</b>	<b>Points</b>	<b>Points</b>
				<b>TOTAL POINTS</b>

- 0 = Meets no requirements**
- 1 = Partially meets requirements**
- 2 = Meets all requirements**

**Note:** Committee members that submit applications will abstain from scoring their applications.  
Score sheet will become public record