



COMMUNITY DEVELOPMENT DEPARTMENT

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**COMMUNITY DEVELOPMENT DEPARTMENT
MEMORANDUM**

Date: March 4, 2019 CD Committee Meeting
To: Mayor and Community Development Council (CD) Committee
From:  Mark Hofman, Community Development Director
RE: Timeline Estimate for Tourism Plan- Outline for Discussion

Mayor and Community Development Council Committee,

Pursuant to the February 19, 2019 discussion at the regular CD Committee meeting, the Community Development Director completed a rough timeline as directed for a city-wide tourism plan effort. This rough timeline, generally outlined by this memorandum, is scheduled for additional discussion and recommendation at the March 4, 2019 regular meeting of the CD Committee.

The CD Committee's initial discussion focused on four individual elements or steps and a potential timeline as follows:

- The City would monitor and potentially partner over the next couple of months (prior to Summer, 2019) with the SnoValley Chamber of Commerce on a new kiosk program which could result in multiple informational and promotional electronic kiosks placed in primary tourist locations within the City. These electronic kiosks would interface with an application highly adaptive to individual cellular phone use. The program is currently under development with fund raising by the Chamber. **(March-May, 2019)**
- The CD Committee would recommend the City Council authorize the pending mid-year Lodging Tax Advisory Committee (LTAC) request for the Art Gallery of SnoValley to host the City's Visitor Information Center in 2019 from Memorial Day to Labor Day, the height of the tourism season. This LTAC funded \$11,412 effort would provide for a bricks and mortar visitor center option in 2019 while the City pursues formulation and completion of a tourism plan, including implementation steps. **(March 11, 2019)**
- The CD Committee, City Council, and staff would dedicate time over the summer of 2019, as may be available, to review and familiarize themselves with existing plans and policies collectively representing the City's completed, current, and planned efforts affecting tourism. The review focus would be any items within existing plans and studies that relate to tourism. This review is

preparation for CD Committee and City Council discussion on the efforts already in place/completed, efforts currently under way, and (most significantly) those that remain unfinished but remain relevant or are unaddressed in any plan/study. In general hierarchical order, the primary documents for review include: 1.) relevant sections of the existing adopted Snoqualmie 2032 Comprehensive Plan; 2.) Snoqualmie, Washington Downtown Master Plan (2010), prepared by Beckwith Consulting Group; 3.) City of Snoqualmie, Washington Economic Development, Branding & Marketing Plan (2006), prepared by Destination Development; and, 4.) Snoqualmie Downtown Vision Plan, prepared by Callison in 2005. Portions of these documents relate directly to tourism, even though individually none are known as a formal "tourism plan".
(Summer, 2019)

- The fourth step of the effort and timeline for a city-wide tourism plan consists of the consensus, with specific directives, resulting from the above review of existing plans and studies. After the discussion and clear understanding of all existing applicable resources and efforts, a targeted and meaningful listing of tasks is then possible, resulting in a clearly defined request for a work product that builds on decades of effort and is relevant, forward thinking, and effective. Any specific/targeted needs for specialist consultant assistance on elements of a plan will be identified, thus eliminating the call for a broad brushed, expensive, and consultant driven plan.
(Fall/Winter 2019/2020)

The above four steps and rough timeline are intended to provide time and focus resulting in a targeted tourism plan for the City. Step one explores cellular phone use as a modern "mobile visitor center" and partners with other entities in the tourism effort. Step two provides a brick and mortar traditional visitor center in 2019 while a review of existing plans/studies is completed and a path forward/policy is clarified. Step three is the review and educational component that makes discussion on a new tourism plan relevant. Step four is where the tourism plan is discussed and developed. A new tourism plan would effectively focus on the 2020 summer tourism season and beyond with added provisions needed to broaden tourism efforts throughout any given year, especially the relatively slow shoulder seasons.