




City of Snoqualmie City-wide Tourism Plan

Snoqualmie Valley Chamber of
Commerce May Luncheon

Salish Lodge & Spa

May 22, 2019



SNOQUALMIE CITY-WIDE TOURISM PLAN

The 2019/2020 Snoqualmie City Council goals and objectives include a highly prioritized effort for completion of a city-wide tourism plan.

With general guidance of the Community Development Council Committee the effort will involve expertise and assistance from numerous city and community groups, including:

Planning Commission

Economic Development Commission

Snoqualmie Valley Chamber of Commerce

Historic Downtown Snoqualmie Merchant's Association



TIMELINE/MILESTONES

- **May-September, 2019** Monitor activities during summer tourism peak season to evaluate priorities, best practices, and potential missed opportunities.
- **May-June, 2019** Organize and distribute past plans and studies collectively representing the City's completed, current, and planned efforts affecting tourism.
- **June-July, 2019** Dedicated time to review and familiarize with existing plans and policies. Review focus: any sections or items within existing plans and studies that relate to tourism.



TIMELINE/MILESTONES

- **July-August, 2019** Identify tourism elements already in place or completed, efforts currently under way, those that remain unfinished but remain relevant, and any that are unaddressed in any plan/study.
- **August, 2019** Define a city-wide tourism plan with specific directives, objectives, metrics, and partnerships.
- **September, 2019** Create draft tourism plan and refine (2-4 months).



TIMELINE/MILESTONES

- **October, 2019** Fund identified needs for technical or specialty assistance to complete a tourism plan.
- **December-January, 2020** Stakeholder and public input for City Council consideration of a draft targeted tourism plan. A town hall style meeting with the City Council is possible.
- **January-March, 2020** Revisions and fine tuning of the draft tourism plan.
- **March-April, 2020** Approval of the tourism plan by the City Council.
- **May, 2020-Onward** Implement, monitor, and report on the programs and efforts in the approved tourism plan.





Collaboration and input are welcome.

Thank You!

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