Organization
City of Snoqualmie

Project Title
Snoqualmie Falls/City of Snoqualmie overlapping tourism

Organizational Background
About the City of Snoqualmie

Snoqualmie, Washington is 25 miles east of Seattle and is best known for Snoqualmie Falls, a stunning waterfall cascading 268 feet over granite cliffs attracting more than two million visitors each year from around the world. It is the second most visited natural feature in Washington State after Mount Rainer. Outdoors enthusiasts of all kinds are drawn to Snoqualmie for its boundless recreation, from hiking to biking and kayaking to world-class golf. Established in 1903, Snoqualmie is ranked the sixth fastest growing city in Washington and ranks number one in King County for the largest population of youth 18 and under. It’s a bustling and growing city but still maintains its small-town charm. Tourism centers on the Historic District with unique shops, many restaurants, a local brewery, wineries, spectacular parks, historic landmarks, and the Northwest Railway Museum, the largest railway museum in the state.

Project Description
The City of Snoqualmie and the community needs a greater understanding from the visitors of Snoqualmie falls as to their interests in visiting and engaging with other destination and tourism opportunities within City and Snoqualmie Valley. The City wishes to know how aware visitors to the Falls are of the greater City of Snoqualmie area, its amenities, and its opportunities. The Evans School students could independently engage with a variety of tourists visiting the Falls, at various times and methods, and use these interactions/survey methodologies to identify barriers to engagement with the City’s other cultural, business, and tourism opportunities. The deliverable could be recommendations on policy, options, and tools that could improve regional awareness for economic development, tourism, place making, and interconnectedness.

Travel Required?
Maybe
Deliverables
A conclusive report outlining the interviews, comments received, suggested measures, methodologies of survey efforts, summary statements, and suggested policy solutions to minimize barriers.

Key Tasks for Consultants
The consultants would interview visitors of the falls either in person or online (or both), research responses to those comments, make comparisons to other cities/tourism/programs, explore mobile phone platforms for visitor centers, and formulate and present policy solutions the City could enact.