

2022
Snoqualmie Valley
Business Pulse Survey



Justin Wotton
Pacific Lutheran University
School of Business

For the Benefit of the SnoValley Innovation Center

December 1, 2022

Table of Contents

Foreword	3
Context & Purpose	4
Section I: Framework	5
Where Businesses are Located	
Businesses by Industry	
Business Size by Employee Count	
Section II: Labor by City	8
Where the Workforce Lives	
Employees Commuting to Snoqualmie Valley	
Section III: The Evolving Workplace	11
Have Revenue Sources Changed?	
Comparing On-site Composition Change	
Remote Workforce Analysis	
Section IV: COVID’s Impact on Business	14
How COVID Impacted Businesses	
State of Business, “Better or Worse Off?”	
Forms of Economic Relief Businesses Received	
Post-COVID Revenue Sources	
Top Concerns of Businesses Post-COVID	
Section V: Business Outlook	19
Business Optimism	
Primary Business Concerns	
Section VI: Local Government	21
How Business-Friendly is Your Local Government?	
Recommendations for Governmental Actions	
Additional Comments from Survey Respondents	
References	25

Foreword

As our community emerges from the unprecedented interruption caused by the COVID Pandemic, there is a need to better understand the impact this event had on the businesses and organizations our population relies on for goods and services. The Business Pulse Survey attempts to assess the impact the Pandemic had, the recovery that is happening, and to better understand the interventions from both government and organizations like the SnoValley Chamber of Commerce can help in creating resilience.

The SnoValley Innovation Center (SVIC), a 501c3 nonprofit helping business startups, existing businesses, and encouraging the pursuit of entrepreneurship by students at the secondary through graduate studies, led this effort through the SVIC works alongside the SnoValley Chamber of Commerce, has a partnership with Pacific Lutheran University's School of Business, and assists local governments in helping to foster a vibrant business climate.

We are grateful for the diligent work by Justin Wotton, a senior in Business Administration, and his academic advisor, Dr. Catherine Ha, professor of Marketing and Analytics, at the PLU School of Business. This survey was conducted at no cost, the knowledge gained is invaluable to our community.

This was the largest business survey conducted to date, and the first to include a broad geographic coverage. Our gratitude to all those who participated and those who were willing to offer their candid opinions.

This survey was preceded by the Snoqualmie (Retail Leakage Report, 2017) and the North Bend (Economic Profile, 2018) surveys. For comparison, the last surveys had 13 respondents for Snoqualmie and 32 for North Bend, before considering survey fatigue which affected 22% of respondents to the latter survey. Aside from the larger pool of respondents, we also this time around have a broad range of businesses in terms of employee size, the scale of operations, and geographic location. One of the advantages a single survey allows is we can get increased participation from larger businesses throughout the City of Snoqualmie, as well as smaller-scale businesses in the City of North Bend, and the unincorporated King County which includes Fall City, Preston, the areas just outside the city boundaries and we made the decision to include the two responses of businesses in the City of Carnation in this grouping as it wasn't significant enough to stand alone however it was important to include for the purposes of this survey exercise.

Context & Purpose

The City of Snoqualmie (98065) lies 25 miles east of Seattle on I-90, Snoqualmie has a population of 13,810 as of the U.S. Census estimate of July 1, 2021. The median income is \$159,450 with 4,462 households. In 2017, there were 303 businesses in the area.

The City of North Bend (98045) lies just 30 miles East of Seattle on I-90, North Bend has a population of 7,695 according to the U.S. Census estimate of July 1, 2021. For the 2,664 households, the median income is \$119,392. As of 2017, there were 313 businesses.

These two cities have businesses in the surrounding area within King County and those results are included in this report as Unincorporated King County. These include the zip codes of Snoqualmie Pass (98068), Fall City (98024), Preston (98050), and the City of Carnation (98014). While Carnation is an incorporated city, it is more characteristically similar to the unincorporated area and with only two respondents it is not of an adequate sample size to create a separate breakout.

As the events of the COVID Pandemic unfolded in March 2020, little was known of its impact on businesses and communities. The purpose of the Business Pulse Survey is to gauge the business climate before, during, and after.

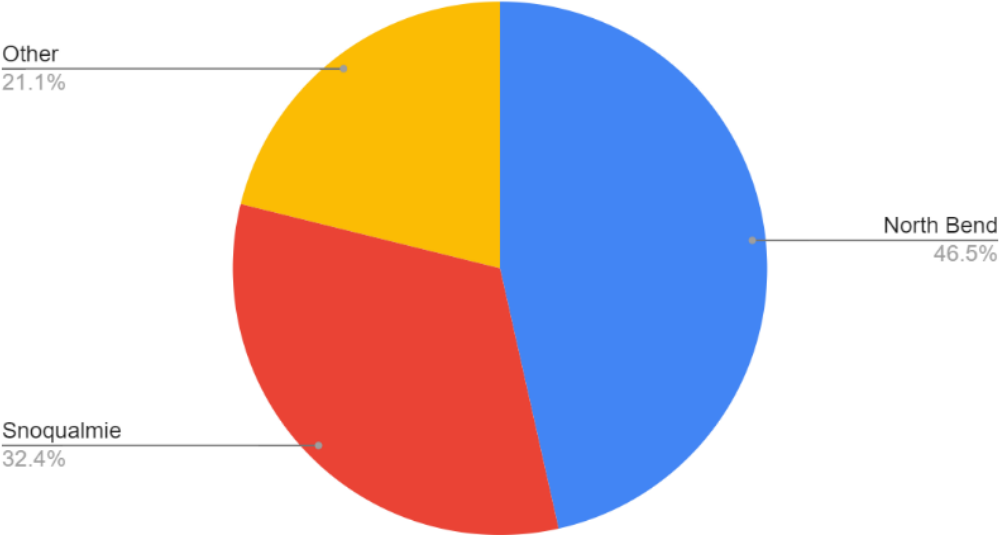
The survey questions were crafted after consulting Mark Noll, the economic development chair for the City of North Bend; Dylan Gamble, assistant planner, and Nicole Wiebe, the Community Liaison of the City of Snoqualmie; as well as Ms. Kelly Coughlin, CEO of the SnoValley Chamber of Commerce. Additionally, Andrew Ballard, President of Marketing Solutions, offered pro bono consultation on this project. Mr. Ballard is a former adjunct professor of Business Consulting at UW's Bothell Campus and a frequent consultant to local and state government, including here in Snoqualmie during 2021. Finally, I received help from the SnoValley Innovation Center in perfecting the questions. Knowing the respondents would vary from single person "solopreneurs" to CEOs with 30 million in revenue a year, we wanted each question to be something you just spend no more than 10 minutes overall on. For larger businesses we wanted the top executives to do it and have a higher chance of getting a response from them. One of the successes of the survey was the fact that in contrast to the North Bend survey in 2018, we wanted to avoid survey fatigue that resulted in a 22 percent drop-off from the beginning to the end of the survey. This survey successfully succeeded in avoiding a similar diminishing participation.

Section I: Framework

According to the 2019 US Census, there are 616 businesses that are either single locations, headquartered, or have operations within the City of North Bend and the City of Snoqualmie (313 and 303, respectively). Additionally, there are 1,363 located throughout the entirety of unincorporated King County but we are unable to break those out for the geographic reach of this survey which includes Fall City, Preston, and areas surrounding North Bend and Snoqualmie.

Where Businesses are Located

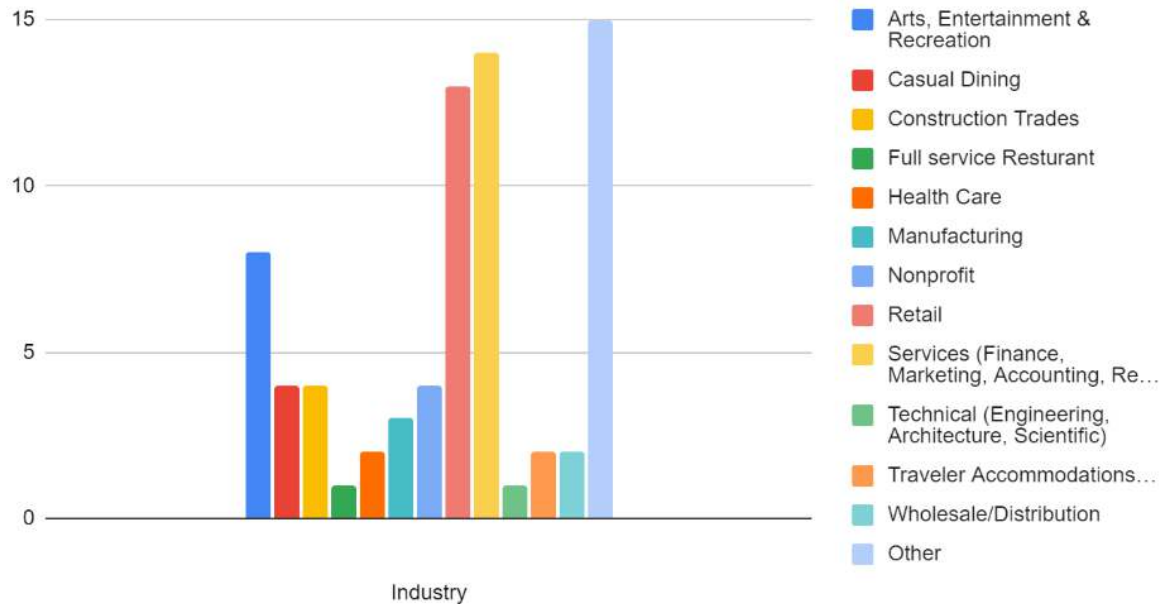
Count of where Respondents are based (71 in total)



There were three communities included in this survey, businesses either headquartered or conducting business in the City of North Bend, the City of Snoqualmie, or unincorporated King County which includes the communities of Fall City, Preston, Snoqualmie Pass, and areas adjacent to the cities of North Bend and Snoqualmie but located outside the city limits (in zip codes 98045 and 98065, respectively).

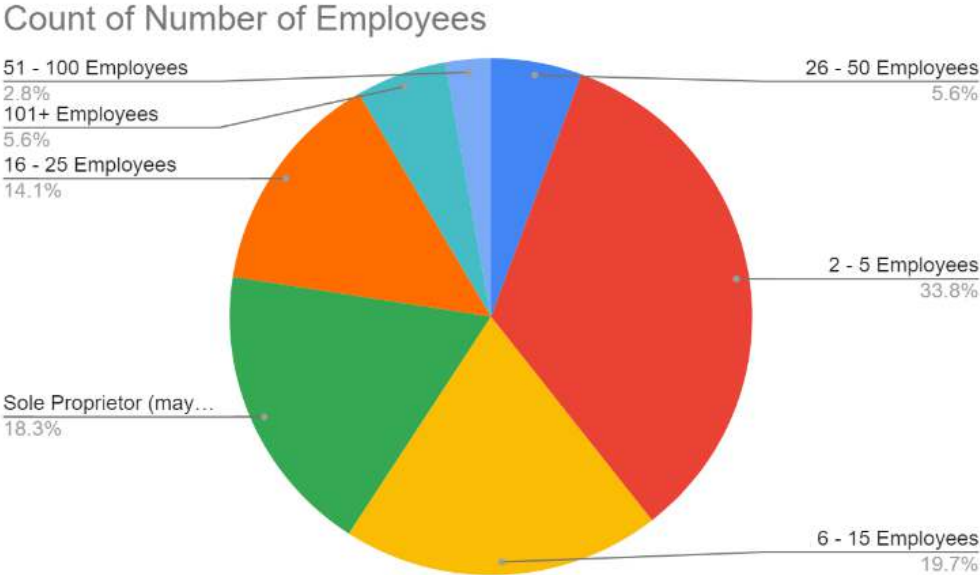
- **30** (45.07%) responses from businesses in the City of North Bend
- **23** (32.39%) responses from businesses in the City of Snoqualmie, and
- **18** (22.53%) responses from Unincorporated King County.

Businesses by Industry



- **15** (21.13%) work in other industries
- **14** (19.72%) work in Services (Finance, Marketing, Accounting, Real Estate, Employment, Legal, Insurance)
- **13** (18.31%) work in Retail
- **8** (11.27%) work in Arts, Entertainment, and Recreation
- **4** (5.63%) work in Casual Dining
- **4** (5.63%) work in Construction Trades
- **4** (5.63%) work in Nonprofit
- **3** (4.23%) work in Manufacturing
- **2** (2.82%) work in Health Care
- **2** (2.82%) work in Traveler Accommodations (Hotels, Bed and Breakfast, Lodging)
- **2** (2.82%) work in Wholesale or Distribution
- **1** (1.41%) works in Technical (Engineering, Architecture, Scientific)
- **1** (1.41%) work in Full-Service Restaurant

Business Size by Employee Count



One of the enhancements of this survey was to ensure a broad representation of businesses based on employee size. (This feature was something that wasn't included in the 2017 and 2018 surveys.)

The tables below identify the number of respondents by the three jurisdictional areas below and the distribution of businesses by the number of employees.

	City of North Bend	City of Snoqualmie	Unincorporated KC	Total
Sole Proprietors	20%	9%	28%	18%
2-5 Employees	33%	26%	44%	34%
6-15 Employees	20%	26%	10%	20%
16-25 Employees	10%	17%	17%	14%
26-50 Employees	10%	4%	--	6%
51-100 Employees	7%	--	--	3%
100+ Employees	--	17%	--	6%

Section II: Workforce

Where the Workforce Lives

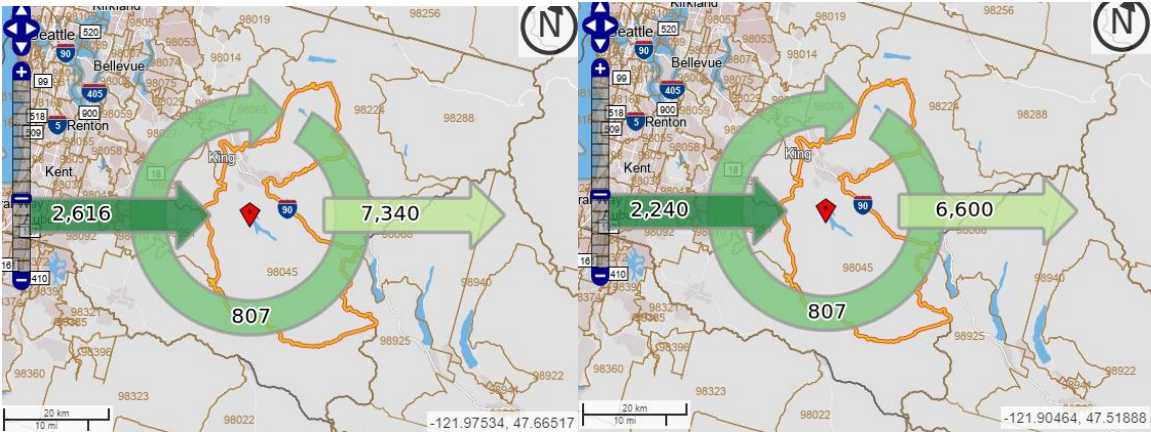
We wanted to know from the businesses surveyed where their workforce lives. Since we knew that some of those participating would be busy CEOs, sometimes working long after their HR or Accounting department staff had left for the day. We didn't want this survey question to prevent the largest employers from completing it. Therefore, the question was crafted to allow more of a gut check.

Almost 30 percent reported that none of their employees live outside the Snoqualmie Valley, 15 percent said only a few live outside, with the other 55 percent having a high concentration of employees beyond the Valley region.

Why is this important to local businesses and governments?

Businesses located in the Snoqualmie Valley overwhelmingly depend on an outside workforce as shown in the U.S. Census Data.

The U.S. Census Inflow/Outflows analysis provides us a good overview:
North Bend (zip code 98045), 2019 vs 2015, U.S. Census OnTheMap



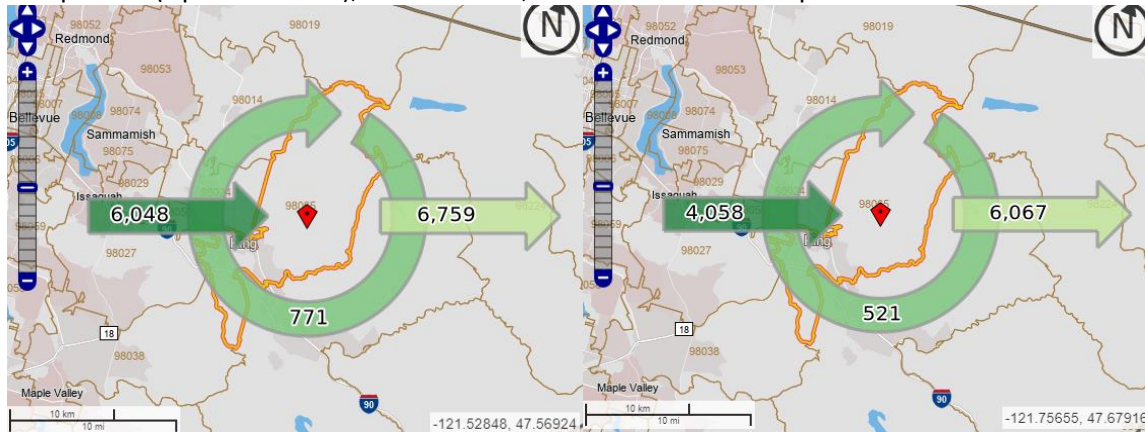
North Bend is home to nearly 8,000 residents. What makes North Bend unique is that while Snoqualmie has the larger companies like Allegion, SpaceLabs Healthcare, two hotels (Salish Lodge and Snoqualmie Inn) and water ski distributor Square One, meanwhile North Bend is home to smaller-scale businesses.

- North Bend saw an 11.21% increase in employees that come from outside the city to work
- There was a 16.79% increase in North Bend residents but work outside the Valley

According to the 2019 US Census 3,423 jobs in North Bend, here's the average distance people have to travel according to the US Census

- 1,051 live closer than 10 miles of where they live
- 819 live 10 to 24 miles of their place of work
- 915 live 25 to 50 miles away from their work
- 638 live more than 50 away from their work

Snoqualmie (zip code 98065), 2019 vs 2015, U.S. Census OnTheMap



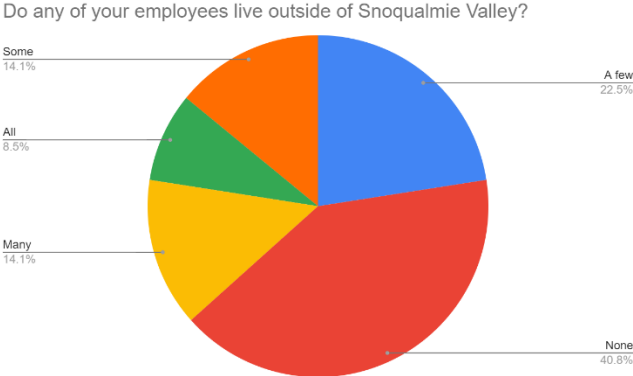
Snoqualmie has a population around 14,000 residents, and the employment can be broken down as so:

- We have seen a 49.04% increase in employees who employees come from outside the city to work
- We have seen a 11.41% increase in employees who are Snoqualmie residents but work outside the Valley
- We have seen a 47.98% increase in employees who both live in Snoqualmie and work in the city

According to the 2019 US Census 6,819 jobs in Snoqualmie, here's the average distance people must travel according to the US Census

- 2,815 live closer than 10 miles of where they live
- 2,527 live 10 to 24 miles of their place of work
- 1,362 live 25 to 50 miles away from their work
- 745 live more than 50 away from their work

Employees Commuting to Snoqualmie Valley



One of the advocacy efforts by the Chamber and the local cities is to advocate for expanded service from Metro. While this survey is not intended to answer that question, the hope is this will shed some light on the conversation.

- **29** (40.85%) reported they only had local workers, 14 from North Bend, 7 from Snoqualmie, and 8 from Unincorporated King County.
- **16** (22.54%) businesses report a few employees live outside the Valley, of those 6 are based in North Bend, 5 said they work in Snoqualmie, and the other 5 are in the surrounding towns and cities; surprisingly, companies labeled above as 'Other' was had the highest percentage in this column, and not one of higher concentration.
- **10** (14.08%) reported many outside employees, 3 from North Bend, 4 from Snoqualmie, and 3 from Unincorporated King County.
- **10** (14.08%) businesses reported some aren't Valley residents, 4 from North Bend, 4 from Snoqualmie, and the last 2 are from outside the two cities.
- **6** (8.45%) businesses report that the entirety of their workforce lives outside, and further analysis showed 1 was a sole proprietor, 4 had 2-5, and another had 6-15 employees.

Section III: The Evolving Workplace

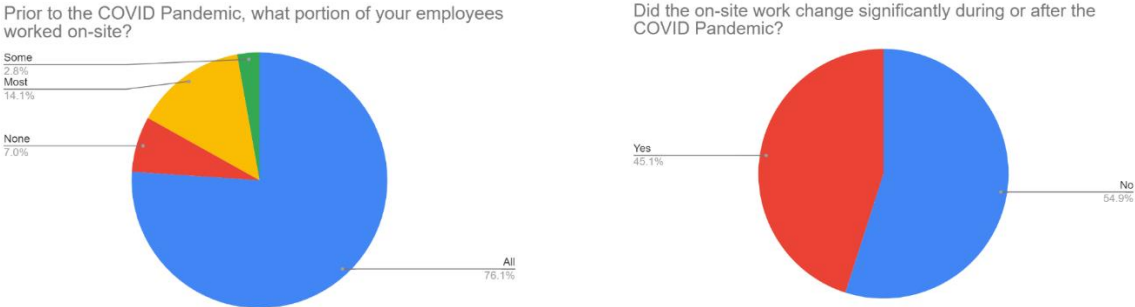
Have Revenue Sources Changed Since the Pandemic?

Respondents were asked two paired questions to determine if there was a significant shift in revenue or services from in-person to online. The two graphs below depict a small change from pre- to post-pandemic, however the overwhelming mode continues to be primarily face-to-face.

PRE-PANDEMIC REVENUE SOURCE				
	NORTH BEND	SNOQUALMIE	UNINCORPORATED	ALL
Primarily In-Person	25	15	12	52
Equally	3	3	4	10
Primarily Online	2	5	2	9

POST-PANDEMIC REVENUE SOURCE				
	NORTH BEND	SNOQUALMIE	UNINCORPORATED	ALL
Primarily In-Person	24	13	11	48
Equally	2	5	3	10
Primarily Online	4	5	4	13

Comparing On-site Employee Composition Changes

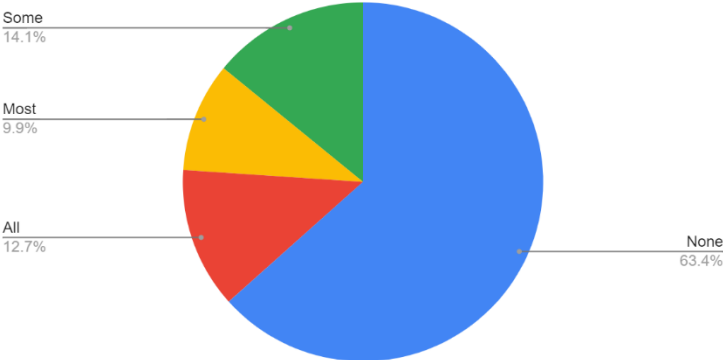


As evident in the top graph, 3 in 4 said all employees worked on-site, and 56% in the bottom graph said there was a significant change during or after COVID. Doing a deeper inquiry concluded:

- 32 (45.07%) of the respondents both reported all of the workforce was present on-site and during or after the Pandemic there was no significant change in composition.
- 22 (30.99%) had all their staff on-site and the pandemic left a significant mark.
- 8 (11.27%) had most of their staff work on-site and a relatively similar composition after or during.
- Finally, 1.41% or 1 answered they had none on-site and saw a significant change.
- 4 (5.71%) companies have no on-site workers and currently continue their method of operation.
- 2 (2.82%) report most work either hybrid or remote; with their workforce staying the same.
- Another 2 (2.82%) reported some work on-site, which was the current general summary.

Portion of Workforce Working Remotely – Two or More Days/Week

Count of At this time, what portion of your workforce are working remote at least two days a week?



- **45 (63.38%)** said none worked remotely. (11 from Snoqualmie, 25 from North Bend, and 8 from Unincorporated King County).
- **10 (14.08%)** said some worked remotely, (5 come from Snoqualmie, and the other 5 originate from North Bend).
- **9 (12.68%)** reported all worked remotely (4 from Snoqualmie, 2 from North Bend, 3 in Unincorporated King County).
- The last **7 (9.86%)** reported most worked from home on a regular basis, (2 in North Bend have most work semi-remote, 3 from Snoqualmie, 2 from the other cities).

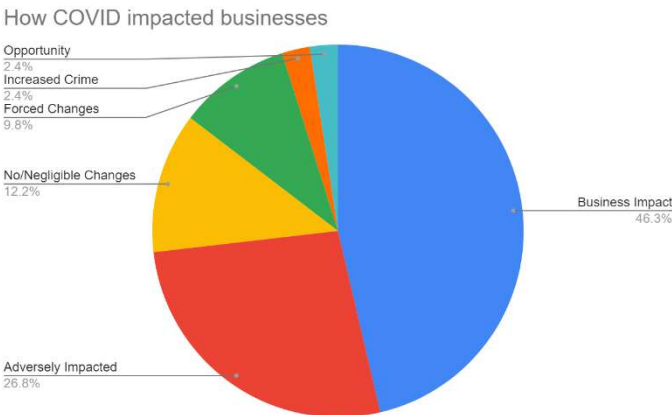
Section IV: COVID’s Impact on Business

COVID’s Impact on Business

One of the premises of this survey was to determine the impact the COVID Pandemic had on businesses, a better understanding post-Pandemic the business outlook on the overall business community, and a general assessment of various governmental support had on assisting in business resilience. The Chamber along with economic policymakers has an interest in finding opportunities to help strengthen the local economy that depends especially on small businesses (which according to the US Business Administration, is 500 or fewer employees).

The 2020 Pandemic has changed how businesses function, their revenue strategies, and their workforce. For the purposes of this survey, it was deemed important to assess the business prior to, during, and as we emerge post-COVID. How do businesses perceive the future, what have they done differently, and how will they continue to survive and thrive?

How COVID Impacted Businesses

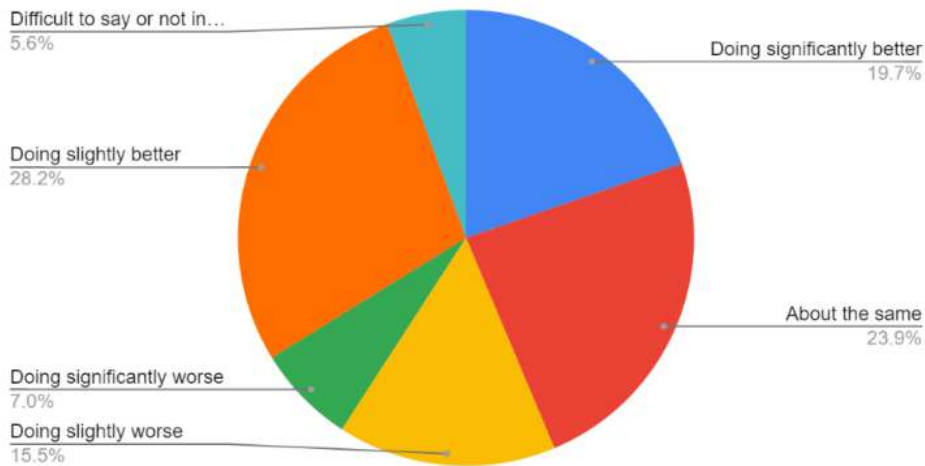


To accurately portray how companies have been since COVID, we took their responses to the open-ended question and grouped them together based off the six main themes present in the answers. Because this gives the respondent a higher level of freedom the general responses have been pessimistic compared to the other questions found within this survey. Because this was open-ended, we did also see some fatigue here as some respondents didn’t provide complete answers.

- **19** (46.34%) have had business impacted by COVID
- **11** (15.49%) have had been adversely impacted
- **5** (7.04%) had no or negligible changes during COVID
- **4** (5.63%) were forced to change their operations by COVID
- **1** (2.42%) business saw firsthand the increased crime
- **1** (2.42%) business had a growth opportunity
- **30** chose to not give a response.

Are Businesses “Better or Worse” Off When Compared with Pre-Pandemic Economic Conditions?

Count of Comparing the past 12 month revenues with 2019 (Before the pandemic), which statement best describes how...



ALL RESPONSES (71)		
14	Significantly Better	20%
20	Slightly Better	28%
17	About the Same	24%
11	Slightly Worse	15%
5	Significantly Worse	7%
4	Business Too New to Rate	6%

CITY OF NORTH BEND (30)		
2	Significantly Better	7%
8	Slightly Better	27%
6	About the Same	20%
8	Slightly Worse	27%
4	Significantly Worse	13%
2	Business Too New	7%

CITY OF SNOQUALMIE (23)		
5	Significantly Better	22%
7	Slightly Better	30%
6	About the Same	26%
3	Slightly Worse	13%
2	Business Too New	9%

UNINCORPORATED KC (18)		
7	Significantly Better	39%
5	Slightly Better	28%
5	About the Same	28%
1	Significantly Worse	6%

What Forms of Economic Relief did Businesses Receive?

Starting at the federal level, a number of economic relief programs have been offered to businesses and nonprofit organizations as well as local governments to assist in the recovery. Various programs were administered by federal, state, and local government agencies, while the Paycheck Protection Plan was administered by participating financial institutions and lenders. Businesses, nonprofits, and governments were allowed to participate in one or more of these programs, therefore respondents could claim more than one form of relief and many did. Here are the results:

Program	Total		City of North Bend		City of Snoqualmie		Unincorporated	
	Number	%	Number	%	Number	%	Number	%
PPP	49	69%	23	77%	15	65%	11	61%
EIDL	20	28%	10	33%	6	26%	4	22%
ARPA/CARES	16	23%	5	17%	9	39%	2	11%
ERC	11	15%	5	17%	4	17%	2	11%
WWG	6	8%	3	10%	3	13%	0	0%
None	15	21%	5	17%	4	17%	5	28%

PPP – Paycheck Protection Program (2020, 2021)

EIDL – Economic Injury Disaster Loan (2020)

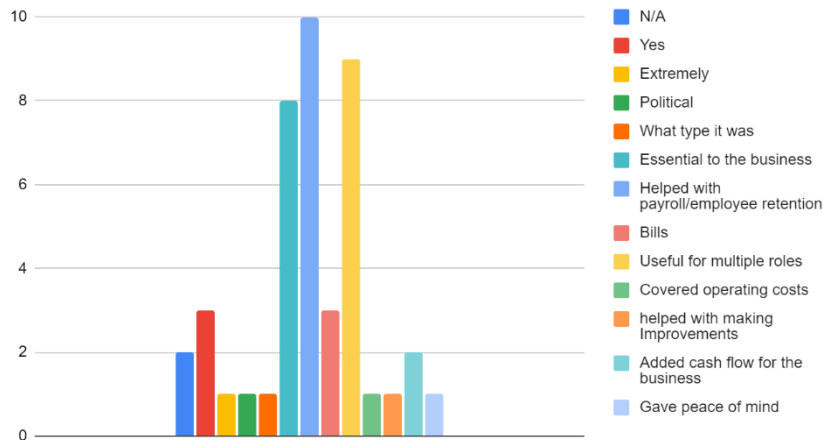
ARPA – American Recovery Protection Act of 2021

CARES – Coronavirus Aid, Relief, and Economic Security Act (March 27, 2020)

ERC – Employee Retention Credit (2020 to Present)

WWG – Working Washington Grants (Washington State Department of Commerce)

How Helpful was the Economic Relief Received?



- **10** (14.08%) used the relief on payroll or employee retention
- **9** used the relief on covering multiple areas
- **8** reported it as essential to the state of their businesses
- **3** (4.23%) merely reported 'Yes', which while tells us it was effective to some extent we don't know where it was used
- **3** (4.23%) used the relief on paying bills
- **2** (2.82%) reported Non-Applicable
- **2** (2.82%) used the relief as added
- **1** (1.41%) similarly reported it was 'Extremely' helpful, but didn't say where it was used
- **1** (1.41%) respondent didn't want to talk about Relief
- **1** (1.41%) reported what kind they got
- **1** (1.41%) used the relief to cover operating costs
- **1** (1.41%) used the relief to make improvements
- **1** (1.41%) got peace of mind
- **28** chose to not respond, whether this was due to not getting economic relief or not wanting this particular part of the survey is unclear

Top Concerns of Businesses Post-COVID

Q: Considering the impact the pandemic has had on your business, which of the following are your top concerns?

Multiple answers were allowed, 69 respondents.

	ALL (69)		CITY OF NORTH BEND (28)		CITY OF SNOQUALMIE (23)		UNINCORPORATED (18)	
Increased Cost of Goods	54	78%	21	75%	19	83%	14	78%
Wages	44	64%	20	71%	14	61%	10	56%
Lack of Supplies	26	38%	11	39%	8	35%	7	39%
Taxes	26	38%	9	32%	10	43%	7	39%
Delivery	16	23%	5	18%	9	39%	2	11%
Transportation	13	19%	5	18%	4	17%	4	22%

Section IV: Business Outlook

Business Optimism

Q: Looking ahead for the next year or two, which statement best describes your business?

- a. Our business plans to **expand** locations, add employees or expand facilities
- b. Our business plans to **remain about the same**
- c. Our business plans to **sell or close**
- d. Our business plans to **downsize**
- e. Our business plans to **relocate** out of the county or state

ALL RESPONDENTS		
22	Expand	31%
42	Stay the Same	59%
2	Relocate	3%
3	Sell or Close	4%
1	Unsure	1%
1	Downsize	1%

CITY OF NORTH BEND		
11	Expand	37%
16	Stay the Same	53%
1	Relocate	3%
2	Sell or Close	7%

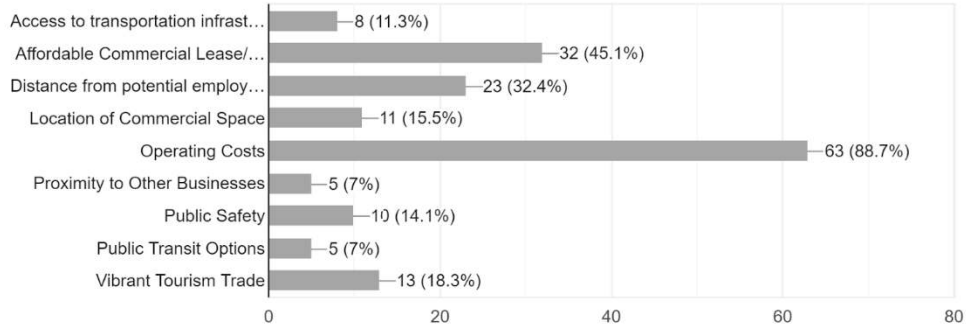
CITY OF SNOQUALMIE		
6	Expand	26%
15	Stay the Same	65%
1	Sell or Close	4%
1	Unsure	4%

UNINCORPORATED KING COUNTY		
5	Expand	28%
11	Stay the Same	61%
1	Downsize	6%
1	Relocate Out or Cease	6%

Primary Business Concerns

What are your top three business concerns?

71 responses



	All (71)		North Bend (30)		Snoqualmie (23)		Unincorporated (18)	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Operating Costs	63	89%	26	87%	21	91%	16	89%
Affordable Commercial Lease	32	45%	15	50%	11	48%	6	33%
Distance from Potential Employees	23	32%	15	50%	7	30%	1	6%
Vibrant Tourism Trade	13	18%	6	20%	6	26%	1	6%
Location of Commercial Space	11	15%	4	13%	4	17%	3	17%
Public Safety	10	14%	3	10%	5	22%	2	11%
Access to Transportation Infrastructure	8	11%	3	10%	3	13%	2	11%

Section V: Local Government

North Bend and Snoqualmie are both in unique positions, they're large enough to attract thousands to work yet they're small enough that the people's voices still matter. While working on this project, one refrain I heard from government officials was 'we want to know what businesses need', and when talking with people who run or manage businesses their main concern is 'I want to be heard, I don't want to do this survey and have the City sit on it'. Both sides want to have that dialogue but either lack the time (be it time/day) or outlet of convenience.

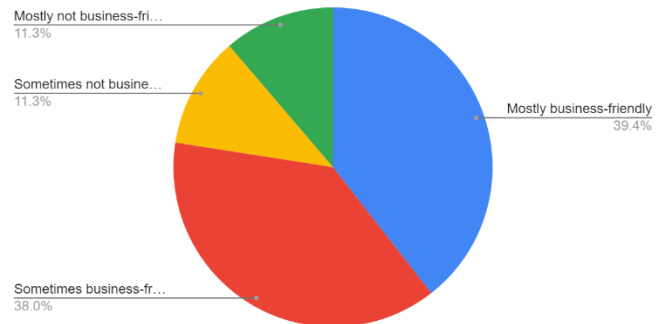
How Business-Friendly is Your Local Government?

CITY OF NORTH BEND		
12	Mostly Business-Friendly	40%
10	Sometimes Business-Friendly	30%
4	Sometimes Not Business-Friendly	13%
4	Mostly Not Business-Friendly	13%

CITY OF SNOQUALMIE		
10	Mostly Business-Friendly	43%
10	Sometimes Business-Friendly	43%
1	Sometimes Not Business-Friendly	4%
2	Mostly Not Business-Friendly	9%

UNINCORPORATED		
6	Mostly Business-Friendly	33%
7	Sometimes Business-Friendly	39%
3	Sometimes Not Business-Friendly	17%
2	Mostly Not Business-Friendly	11%

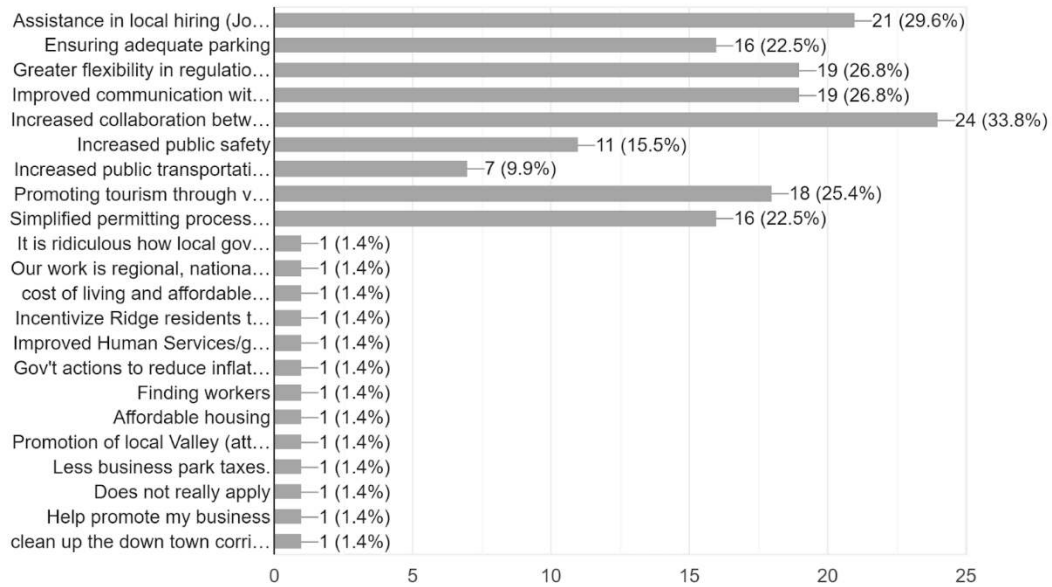
Overall, how business-friendly do you feel your local government has been?



Recommendations for Governmental Actions

What are the top three local actions that would be most helpful to fostering a positive business climate in the future?

71 responses



In taking a closer look, these are the top actions local governments should consider, broken out by jurisdiction:

CITY OF NORTH BEND (30 Respondents)	
Increase Collaboration between Businesses	37%
Assist in Local Hiring	30%
Greater Flexibility in Regulation or Zoning	30%
Ensure Adequate Parking	30%
Improve Communications with Local Government	23%
Promote Tourism	23%
Simplify Permitting Process	20%

Other	Increase Public Safety
	Cost of Living/Affordable Housing
	Increase Public Transit Options
	Make Downtown Corridor More Inviting

CITY OF SNOQUALMIE (23 Respondents)	
Promote Tourism	36%
Increase Collaboration between Businesses	30%
Improve Communications with Local Government	30%
Assist in Local Hiring	26%
Increase Public Safety	26%
Ensure Adequate Parking	22%
Increase Public Transit Options	13%

Other	Encourage Shopping Local Instead of Online
	Improve Human Services Funding
	Promote Energy Independence
	Encourage Government Actions to Reduce Inflation
	Lessen Business Park Tax Burden

Unincorporated King County (18 Respondents)	
Assist in Local Hiring	33%
Simplified Permitting Process	33%
Greater Flexibility in Regulation or Zoning	28%
Increase Collaboration between Businesses	28%
Improve Communications with Local Government	22%

Other	Increase Public Safety
	Increase Public Transit Options
	Ensure Adequate Parking
	Promote Tourism

Additional Thoughts on Local Government

For a deeper understanding, respondents were given the opportunity to express their concerns about how local government functioned and the needs of the business community. Those written comments are summarized below:

- Economy
 - Local governments should do more to support local shopping (Unincorporated King County)
 - Assistance for businesses in hiring efforts (Snoqualmie)
 - More community events sponsored by local businesses (North Bend)
 - Supply chain frustrations for one business in getting an HVAC system repaired.
 - Attracting more tourists in the winter months (Snoqualmie)
- Regulations
 - “King County requirements are absurd for small business”
 - King County permitting process is unnecessarily laborious
 - Operating a small business, challenged in expanding it on property by restrictive land-use policy (Unincorporated King County)
- Advocacy
 - Bre is our greatest advocate (North Bend)
 - Advocacy has been outstanding (Snoqualmie)
 - Greater emphasis on social services funded at the local level
- Governance
 - “Cities need to do a better job of outreach to let the business community know what they are doing.”
 - Concern about the need for greater coordination of efforts by city and county governments (Unincorporated King County)
 - Believes North Bend needs to devote more time to revisiting vision and embracing the need to re-evaluate public policies.
 - Better use of the MRSC Small Works Registry to ensure local businesses on the registry are notified and give consideration towards including local experts on larger contracts.
 - Need to address parking issues for North Bend businesses.

References

U.S. Census Bureau (2022). *On The Map 2022*
<https://onthemap.ces.census.gov/>

U.S. SMALL BUSINESS ADMINISTRATION (2021). *2021 Small Business Profile*
<https://cdn.advocacy.sba.gov/wp-content/uploads/2021/08/30143728/Small-Business-Economic-Profile-WA.pdf>

Dunkelberg, W. C., Wade, H. (2022). *SMALL BUSINESS ECONOMIC TRENDS June 2022*
<https://assets.nfib.com/nfibcom/SBET-June-2022.pdf>



The Snoqualmie Valley Business Pulse Survey is fully funded by the SnoValley Innovation Center, a 501c3 nonprofit, in partnership with Pacific Lutheran University's School of Business. For more information about SnoValley Innovation Center, see <https://snovalleyinnovation.com>.