



Photo: Sushil Mishra

- 02 Letter from the NBDF
Light-Up North Bend
Holly Days  Thank you
- 03 Local Entrepreneurs
Events
- 04 Local Entrepreneurs
Events
- 05 Downtown Block Party
SnoValleyJobs.com
Saying Goodbye to
Councilmember Garcia
Swearing in New
& Re-elected
Councilmembers
- 06 The Return of Big Snow:
Message from the Mayor

CITY OF NORTH BEND

BUSINESS BULLETIN

QUARTERLY NEWSLETTER

JANUARY
2022

Striving to support a strong local economy and the unique character of the North Bend community.

2021 in Review: Perseverance, Collaboration and Ingenuity

"This last year continued to test our community's resilience. Small businesses worked tirelessly in an effort to recover from the herculean setbacks of 2020. That work has clearly paid off, as we have witnessed more overall success, more open storefronts, and new, locally sourced products and business expansion in 2021. We are confident that the perseverance we saw last year will propel us into 2022 with positive momentum." - Mayor Rob McFarland



Ignition Cafe
opens at 468 E
North Bend Wy.

JUNE

Wells Fargo
celebrates opening
at 250 Bendigo
Blvd S.



**Britt Greenland
Fine Art** celebrates
opening at 301 W
North Bend Wy.

JULY

Sanctuary opens at
Twin Peaks Nutrition
& Wellness, at 111 W
North Bend Wy.



REMAX Integrity
moves into their
new storefront at
101 W Park St.

SEPTEMBER

**Pearl & Stone Wine
Co** celebrates their
new tasting location
at 201 Main Ave N.



**Edward Jones Financial
Advisor Jason Glazier**
celebrates opening at
530 E North Bend Wy.

OCTOBER

Valley Center Stage
celebrates reopening
at Sallal Grange, at
1060 Stilson Ave SE.



Karakoram moves
into their new
storefront at 1126
E North Bend Wy.

NOVEMBER

Pioneer Coffee
welcomes new
ownership, at 202
W North Bend Wy.



TO OPT OUT, OR ADD A MERCHANT FRIEND
Email: bkeveren@northbendwa.gov
(425) 888-7669



VOL. 18

A Letter from the North Bend Downtown Foundation

Greetings North Bend Friends and Neighbors,

This last month, our valley hit the ground running, quite literally storming into winter. By the time we all rang in the New Year, we had already encountered multiple hefty snow storms, and shortly thereafter, localized flooding that followed with a sudden melt and torrential rain. We hope you, your storefront, supplies, family and friends weathered our dramatic storms and are back on track with a positive outlook for 2022.

Your Downtown Foundation is made up of business owners like you. Running a business at any time is a fulltime job – plus some. Running a business right now, through intense weather events, a global pandemic and all the trickle-down effects that come with it is enormous. As business owners, we continue to persevere, and as your Downtown Foundation, we continue in our work to support North Bend business by promoting, communicating and sharing in any way we can.



This last quarter, your Foundation had the chance to welcome back to downtown two cherished community events that have been on hiatus for over a year: Trick-Or-Treat Street on October 30th, and the Holly Days Old-Fashioned Festival on December 4th. Trick-Or-Treat Street brought North Bend an estimated 900+ trick-or-treaters (not counting their families who brought them), and over 52 participating businesses! We celebrated with four live bands, many smiling faces – and multiple trips to QFC, Safeway and Bartell Drugs for more candy...

In November, we worked with local businesses to create a series of SHOP LOCAL campaigns that included Black Friday, Shop Small Saturday and Artist Sunday. It was so much fun working with you!

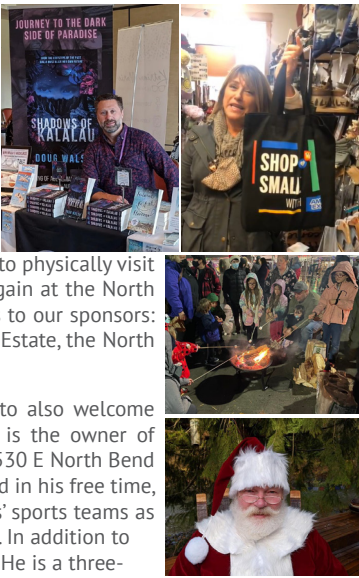
Holly Days also made a welcome return, with hundreds who joined in on a tree lighting ceremony, cheered for local community performances, roasted marshmallows, crafted with local non-profit organizations, and enjoyed a visit with Santa, thanks to Simpson Group Real Estate. And, while Buddy the Elf wasn't able to physically visit this year, he did make an appearance once again at the North Bend Theatre, for a free Elf matinee! Thanks to our sponsors: Sno Falls Credit Union, Simpson Group Real Estate, the North Bend Theatre and Puget Sound Energy.

The Downtown Foundation board is lucky to also welcome a new board member: Jason Glazier. Jason is the owner of Edward Jones Financial Advisors, located at 530 E North Bend Way. He and his family live in North Bend, and in his free time, Jason is very involved with coaching his kids' sports teams as well as other school volunteer opportunities. In addition to volunteering, Jason loves endurance sports! He is a three-time Ironman finisher, and has raced in other distance events as well.

Do you have great ideas for a better downtown or how we can support local business more? Do you enjoy delving into hyper local economic development, playing a part in growing our town? If so, please connect with us! The Downtown Foundation is accepting applications for board members and committee members. If you would like to join a group dedicated to taking care of business, email BoardAll@NorthBendDowntown.org for more information.

Sincerely,

Your North Bend Downtown Foundation



Light-Up NB: *lights, camera...JINGLE BELLS!*

Thank you to all who entered the 2021 Light Up North Bend contest for their creative and festive displays!



LIGHT-UP NORTH BEND WINNERS

Residential, VMA Division Winner: The Duran Family
Residential, VMA Division Runner-up: The Hansen Home
Residential, Hollywood Division Winner: The Repanich Home
Residential, Griswold Division Winner: The Gambill Home
Business, Hollywood Division Winner: Ole Cedar Mill Mini Storage
Business, Griswold Division: Pioneer Coffee

Holly Days Festival: Thank You For Your Participation!

The Holly Days Old-Fashioned Festival returned after a one-year hiatus, and it wouldn't have been possible without the support of our local businesses and non-profit organizations. Check out more photos on [facebook.com](https://www.facebook.com/nbdf)

THANK YOU TO:

- [Christmas Creek Christmas Tree Farm](#) for the donation of a beautiful Community Tree
- [Tanner Electric Cooperative](#) for lighting our Tree
- [North Bend Theatre's](#) free matinee of "Elf" - local tradition!
- Community performers: [Valley Center Stage](#), [Ignite Dance](#), [Twin Falls Middle School Jazz Band I](#), [Mount Si High School Choir](#), local talent [Hillary Martin](#), [Veils of the Nile](#)
- Emcees: Councilmembers [Mary Miller](#) and [Alan Gothelf](#)
- Tree Lighting Ceremony leader, Mayor [Rob McFarland](#)
- [Simpson Group Real Estate](#), for sharing their shop and Santa
- Our hardworking Public Works crew, for Tree pick-up, set-up, road safety, trash management and more
- Citizen volunteers, for helping to set up and manage the Smores Booth
- All the businesses who decorated and welcomed folks in
- [North Bend Chevrolet](#), for sharing space and their kind flexibility
- Local, crafty organizations, including [North Bend Art and Industry](#), [Mt Si Lutheran Church](#), [Snoqualmie Valley Kiwanis](#), [Encompass NW](#), the Moose Lodge, [Cascade Covenant Church](#)
- Boy Scout Troop 466, for managing fire pits
- [Carriage Insurance's](#) donation of a fire pit
- NBDF sponsors [Puget Sound Energy](#), [North Bend Theatre](#), [Sno Falls Credit Union](#), [Simpson Group Real Estate](#)



Local Entrepreneurs

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward." - Martin Luther King, Jr.

Snoqualmie Valley Kiwanis: Giving Tree Brings Joy to Many

"Thanks for all of your help in making this year's Kiwanis Giving Tree at the Snoqualmie Casino a huge success. Your kindness, generosity and good cheer are what makes this so special, and it would not happen without your help." - Debby Peterman, Kiwanis member.

Making it all happen: They say it takes a village and the Snoqualmie Valley community embraced that concept:

- 53 businesses, restaurants, stores plus numerous schools set up giving trees and collected presents
- 100+ volunteers helped set up the Christmas Store, collect gifts and acted as shopper-helpers
- 350 + coats were collected by the Snoqualmie Rotary and local banks
- 150 custom-made face masks were donated by Lorna Knudson
- 4,000 gift tags, printed by Minuteman Press
- 200 families shopped for gifts for 400+ kids



Snoqualmie Valley Historical Museum's Cristy Lake Accepts Prestigious Award

Snoqualmie Valley Historical Museum Assistant Director and Northwest Railway Museum Collections Registrar, Cristy Lake, was honored with the Jim Ellis Spirit Award at the annual [Mountains to Sound Greenway Trust](#) Celebration on December 4th in recognition of her steadfast commitment to the preservation of cultural heritage throughout the Snoqualmie Valley.



Photo: Cristy Lake, Snoqualmie Valley Historical Museum

The Mountains to Sound Greenway Trust was founded by legendary civic leader Jim Ellis. The award recognizes individuals who embody Jim's values and vision.

The Jim Ellis Spirit Award recognizes Cristy for her many preservation successes such as her heroic rescue of railway artifacts from the unexpected closure of the Bellingham Railway Museum, her retention of regional history at the [Snoqualmie Valley Historical Museum](#), and notable contributions to the Trust's Heritage Area Advisory Committee.

"I am greatly honored to receive this award as a representative of the countless hours our local heritage community puts into stewarding our collective past," Cristy said. "I am just a small part of a team of countless volunteers and staff in our community that work in multiple organizations to preserve, share, and document the significant history our community has experienced. Each of these volunteers and staff embody the spirit of Jim Ellis by endeavoring to make a better world for future generations."

ALL WE NEED IS LOVE
ORDER YOUR [Kiwanis heart](#)
BY JANUARY 28!
All are invited to purchase a
personalized message
for an 18"x18"
heart sign



24

Twin Peaks Day

[Twin Peaks Day](#) sees tourists traveling to the Valley from all over the world to get their Twin Peaks fix. Twin Peaks Day provides a fantastic opportunity to welcome new customers into your storefront!

Twin Peaks Agent Cooper said it best: "I have no idea where this will lead us, but I have a definite feeling it will be a place both wonderful and strange."



17

Business Outreach

These meetings serve as a direct avenue for business owners like you to meet up, to be informed of actions the City is considering which impact commercial and business property, discuss other important topics that relate to North Bend business and to communicate with your local government.
Email [Bre Keveren](#) to join.

Compass Outdoor Adventures' River Clean-Up

Fourth and fifth grade students in [Compass Outdoor Adventures'](#) True North Program hosted their first annual River Clean-Up event in early November.

The True North students planned and organized this event with the goal of bringing community members together to help preserve our watershed in support of the [Snoqualmie Tribe Ancestral Land Movement](#).

With a turnout of almost 40 volunteers, 1,580 pounds of garbage and hazardous waste was removed from the river's edge for proper disposal! Watch a short video about the event [here](#). This event was made possible with support from WA State Parks, Three Rivers Chapter of Trout Unlimited and King County Department of Natural Resources and Parks.



Photos: Compass Outdoor Adventures

"Compass is so proud of our True North students for their passion and hard work. We hope they recognize the positive impact they are making as environmental stewards and community builders! The inspiration they have spread throughout our community is long lasting. Never underestimate our young leaders," said Anna Freeman, Director of Kid Programs.

Singletrack Gives Back with the Holiday Kids Bike Drive

Located at 119 West North Bend Way, [Singletrack Cycles](#) has a history of giving back to the Valley community.

"All of us at Singletrack Cycles ride bikes; for exercise, for fun, for transportation, or as an escape. These physical and mental health benefits are what drives us to get more people biking. This is why we partnered with Trail Youth, Eastside Baby Corner, Kiwanis and other organizations. By fixing up and donating these bikes, we hope that more youth can experience the love of cycling and its benefits," said Erik Alston, owner.

In 2016, Singletrack began an annual Holiday Kids Bike Drive, where the local bike shop takes bikes received on trade or through donation, provides a full tune-up, then donates them at the end of the year.

The annual Holiday Kids Bike Drive is still going strong, and was evident on December 14th as happy teens left [The Trail Youth Coffee Home](#) with beautiful new bikes, ready to ride home with smiles on their faces.



Photos: Singletrack Cycles and The Trail Youth

Local Entrepreneurs

...Continued

New Owners, Fresh Collaboration at Birches Habitat

By Connor Wilson, Snoqualmie Valley Record

Alyssa Sprague, a longtime Valley resident and employee at Birches, will take over the shop from former owner Nancy Wray, who retired at the end of 2021, having run the store since its founding in 2008.

"[Nancy] has been an icon in this community and this has always been everyone's favorite place to come," Sprague said. "It has a lot of responsibility and I want to make it a place where people feel super welcome."

Sprague, who has a background in visual merchandising at companies like Eddie Bauer and Ralph Lauren, said the store is a "merchandising person's dream." She said Wray offered the store to her earlier this year while thinking about retirement. The store will retain all of its current staff, and has thus far made a few cosmetic upgrades including a new speaker system, relocating the dressing room, updating the cash register and a few more changes to come. The store will be looking to expand its availability of large art work, puzzles and games and clothing for both men and infants.

The store is also hoping to build on some of the foundational work left by Wray in working with nonprofits, holding community events, and auctions. The store will be backed by Karin Simpson, Sprague's sister and owner of the adjacent Simpson Group Real Estate.

"It's really fun to be part of a community that we love," Sprague said. "It's such a great small town feel." Read the full article by visiting [The Snoqualmie Valley Record](#), or clicking [here](#).



Photos: Birches Habitat

Get Inspired, Connect with Fellow Professionals at SnoValley Innovation

A team of local business leaders and entrepreneurs are working to create a welcoming and supportive community for new and existing businesses called the [SnoValley Innovation Center](#). Launched by Rob Wotton of Umpqua Bank and Walt Nelson at Nelson Consulting Group, the SVIC's not-for-profit mission is to act as a business accelerator, promoting and supporting entrepreneurship. Their goal is to help new enterprises launch in the Valley and assist existing businesses with innovative thinking and creative problem-solving.

Weekly meet-up
Informal meetings are held
Fridays, at 12PM. Next
meeting: Jan. 28

No cost mentoring/coaching sessions, strategic relationships (universities, Chambers of Commerce, etc.) and internships for Mount Si High School students are some examples of the help available. Start-ups and existing businesses both benefit from informal Innovation Friday Zoom calls at noon. These networking and sharing sessions help uncover resources, spawn ideas and brainstorm solutions. All are welcome to this come-as-you-can session. Post COVID, these will be hybrid meetings in downtown North Bend community room, too.

One key partnership and growing resource is the [SnoValley Jobs Board](#). This rapidly expanding site is connecting local employers and job seekers.

To learn more about the SnoValley Innovation Center or get an invitation to Innovation Fridays, visit www.snovalleyinnovation.com or contact form directly, by clicking [here](#).



SnoValley
INNOVATION CENTER



SnoValley Chamber Denim and Diamonds

Spend an evening at the [SnoValley Chamber Gala](#), presented by [Snoqualmie Casino](#) for a fundraising evening of cocktails and wine, plated dinner, fun prizes, and auction items. For more information, click [here](#).



North Bend Beautification Days

What do you get when you combine two days and hundreds of community members? COMMUNITY IMPACT.

In honor of Earth Day, the City invites community members to join us for [North Bend Beautification Days](#).



Trail of Hope

Save the Date for the Trail Youth's Trail of Hope Fundraiser on April 22 at The Club at Snoqualmie Ridge!

For more information, click [here](#).

Kevin Schallhorn: 30 Years at North Bend Les Schwab

By Connor Wilson, Snoqualmie Valley Record

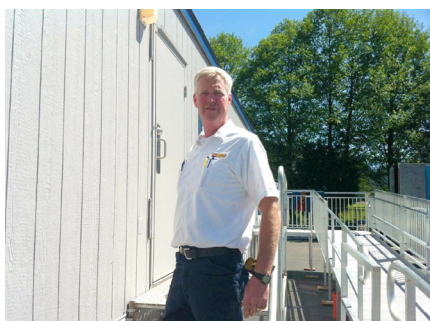


Photo: Connor Wilson/Valley Record - Kevin Schallhorn

Kevin Schallhorn still remembers the customers he served the day he officially opened North Bend's Les Schwab on June 26, 1991.

After serving some of those customers for his entire 30 year stint as the store's manager – and living in North Bend for 20 years – Schallhorn decided to call it a career at the end of 2021.

4 "Over the last 30 years we've had some hurdles to cross, but it's been a wonderful career with no regrets," Schallhorn said. "The appreciation these last couple of months when I was telling people that I was leaving, was really heartwarming. The outpour

was just amazing. That's where it became a little bittersweet."

In the short time since his retirement, Schallhorn has already started a bucket list that includes running a half marathon, lowering his golf handicap and riding an ironman motorcycle race with his son in Goldendale.

So far, he said he has enjoyed the little things – like that Sundays are not his only days off anymore, and that he and his wife will finally be able to have dinner at a normal time.

"For 30 years, it's been eating dinner at 9-9:30 when I get off and getting up at 4:30," he said. "We're getting better. We had dinner at 6:30 last night."

As Schallhorn leaves his job behind North Bend, he says the people, who he calls his family, is what he'll miss the most.

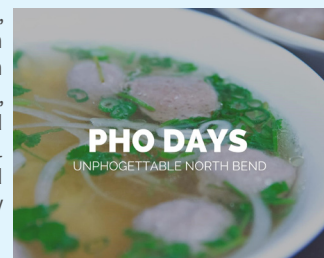
"The people who would stop in and just say hi and not buy anything, that's what I'm gonna miss most about seeing my North Bend family," he said.

Read the full article by visiting [The Snoqualmie Valley Record](#), [here](#).

Local Restaurant Unphogettable Voted Top Pho in State

Unphogettable, located at 458 SW Mt Si Blvd (B5) started off the New Year with a well deserved award!

Voted as one of the top eight best Pho restaurants in Washington State by Best Things Washington, a summary of the Unphogettable experience reads, "There are so many great things to try, but considering the name, UnPhogettable, you'll definitely want to try the one of the aromatic rice noodle dishes with steak, brisket, meatball, chicken, or a combination at this small North Bend, Washington, restaurant. Rich and with a deep flavorful broth, one taste and you'll understand why they chose the name."



Read the full write-up [here](#).

"Thanks to our beloved community and our amazing customers," the Unphogettable family writes.

Back after a two-year hiatus... Downtown Block Party!

One of our biggest downtown events - North Bend's Downtown Block Party - returns on Saturday, July 16, 2022!

This popular festival fosters community pride and engagement, while providing an economic boost to our downtown businesses by bringing in more foot traffic to the downtown core and North Bend in general.

One big thing Block Party does, is it supports the [North Bend Downtown Foundation](#), a local nonprofit organization that is working hard to create and promote a vibrant downtown. To learn more about your NBDF, visit their [Facebook page](#) (and check out page 3 of this publication)!

Want to participate as a vendor? Have something neat you would like to discuss? We want to hear from North Bend businesses!



To participate, please email Associate Planner, [Bre Keveren](#). Follow Downtown Block Party by visiting [www.DiscoverNorthBend.com](#), [Facebook](#) and [Instagram](#): #NorthBendBlockParty

SNOVALLEYJOBS.COM: Local Job Resource

Hosted and managed by Rob Wotton, with technical support from the [SnoValley Innovation Center](#), [SnoValleyJobs.com](#) is a simple-to-use, online hub for job seekers and for businesses looking for local hires. This service is completely free, with sponsorship by [Umpqua Bank](#), [SnoValley Innovation Center](#), [SnoValley Chamber of Commerce](#) and the [Fall City Community Association](#).

This month, [SnoValleyJobs.com](#) has shared job opportunities for more than 60 businesses! Looking for help? Post your job [here](#).



Saying Goodbye: Councilmember Chris Garcia Will Not Seek Re-election

By Melissa Grant, Living Snoqualmie

At the North Bend City Council meeting on May 4th, 2021, Chris Garcia confirmed he would not be seeking re-election for position #6 on the North Bend City Council. According to King County Elections, filing for open positions begins on May 17th and ends on May 21st.

In the last year of his third term, Garcia had been appointed for this most current term after councilmember Jean Pettersen resigned in July 2018. When asked why he isn't planning on seeking re-election, he remarked, "I just know that I won't be mentally into this after this year."

After serving on the Planning Commission, Councilmember Garcia first joined the council in 2002 when he was appointed a seat vacated by Elaine Webber, was re-elected twice before resigning in 2008. He again joined the council in 2010 when two more seats were needed because of a population increase.

North Bend Mayor Rob McFarland says, "Chris Garcia has been invaluable to the betterment of North Bend for over two decades through not only his service on the

Planning Commission and as a member of Council, but as a caring, thoughtful and active member of the community at large. He has the temperament and outlook to evaluate issues and options we face over time in an objective, unbiased way that invariably results in his input/recommendations being influential and positive."



"Councilmember Garcia will be missed by residents, staff and fellow elected officials. He's been a strong voice for North Bend citizens and a true example of a committed public servant. I also know we will continue hearing Chris's voice at future council meetings – just in a different

capacity- because he is passionate about his hometown," said City PIO Danna McCall.

Read the full article by visiting [LivingSnoqualmie.com](#), or click [here](#).



Photo: Chris Garcia and Mayor Rob at the Staff and Council send-off in December, 2021.

North Bend Swears in City Council Members

Re-elected North Bend City Councilmembers Alan Gothelf and Ross Loudenback, and newly elected Councilmember Mark Jocelyn were sworn in during a ceremony on January 6th at North Bend City Hall.



In addition to being elected to Position #2, Councilmember Gothelf serves on the 2022 Finance and Administration and Public Health and Safety Committees.



In addition to being elected to Position #4, Councilmember Loudenback serves as the 2022 Chair of the Transportation and Public Works Committee and as a member of the Public Health and Safety Committee.



Councilmember Jocelyn's term began this month. In addition to being elected to Position #6, Councilmember Jocelyn serves on the Community and Economic Development and Finance and Administration Council Committees.

View the ceremony by clicking [here](#).

The Return of Big Snow

Mayor's Message: Snow Events and Mountain Town Living



Photo: Mary Miller

Hello North Bend Residents,

I wanted to take a moment to express my gratitude for your patience and understanding as we endured up to 26 inches of snow over the course of 9 days. Our Public Works crews plowed around the clock and on holidays, logging over 500 hours of overtime, responding to multiple snowstorms. Their service to our community is truly commendable and I thank those of you who reached out to show support to them.

While we rarely see extended winter weather like we just experienced, it serves as a good reminder that yes, we are a mountain town. North Bend is the gateway to the Cascades, sitting at elevations of 500 - 700 feet. While being just 30 miles east of Seattle, it brings with it a different, distinct microclimate. We can often be 10 degrees cooler than Seattle and Bellevue, and stay below freezing for longer stretches. Even our closest neighbors, Snoqualmie and Issaquah, usually remain a few degrees warmer and receive less precipitation. This geographic difference makes comparisons more relative.

If you're new to North Bend, adjusting to living in a mountain town takes time. As long-term residents know, during the winter means at times you may not be able to easily drive to work in the Bellevue/Seattle area and going east even less so. This can be true of not just your local streets, but I-90 and state routes, too. To improve your driving experience during our Cascade foothill winters, consider AWD vehicles and winter tires and please drive in consideration of the conditions, giving yourself plenty of extra time to reach your destination.

The City received some noted criticism regarding road treatment during our recent storms. As your Mayor, and I know your policy making Councilmembers agree, we welcome receiving expressions of concerns and constructive criticism on the policy choices in place. While you may not receive a direct response, rest assured your email/phone message was heard and appropriate actions were taken.

As we announced to the community in mid-December, and similarly in previous years, we do not use de-icer/anti-icer on our roadways in consideration of public health and our environment. City snowplows were working around the clock to help keep priority roads drivable, albeit, not down to bare pavement.

Part of our drinking water supply is located beneath and adjacent to City roads. Additionally, there are numerous private drinking water wells situated throughout our valley area. We do not want to adversely impact your drinking water with chemicals and geo-melt products. These products can also contaminate our environment. When used in large quantities, they can be harmful to fish and wildlife inhabitants and the general surrounding environment.

I'm sure you're wondering how we've been preparing for snow. Please know, we have been making proactive investments, including adding a new, 4th snowplow this past fall. Over the past 5 years, we added new Public Works positions, and are actively trying to hire employees who live in and near North Bend, so response times are reduced during inclement weather. Additionally, we are in the process of updating our streets division fleet. We are consistently evaluating where and how we can improve within the constraints of our budget. We additionally perform "lessons learned" evaluations after major events and discuss potential revisions with Council. Our Public Health and Safety Committee is currently in this process with the Public Works Department.

This recent winter weather was stressful on our community and staff members, and we recognize it comes on top of yet another surge in COVID which continues to impact us all. Thank you again for your patience. We recognize there were some short-term inconveniences in support of long-term public and environmental health. We are fortunate our small City does not experience this type of prolonged winter weather very often.

Watch for regular press releases on this and other news about your town and check the City's News section of the website regularly. We also are again sharing updated FAQs about our plowing policy here.

Again, as a City, we will examine this event and our response in an effort to identify future improvements. Your Councilmembers and City staff are dedicated to serving residents and to the livability of our small East King County mountain town.

6 Sincerely,
Mayor Rob

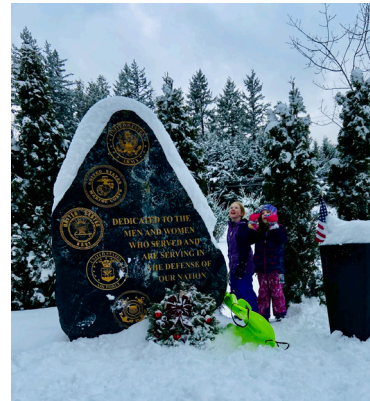


Photo: Mary Miller