



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2024-3194

Motion: 25-003

Type:

Contract

Board Appt.

Code Amendment

Budget Action

Other

Requested Handling:

Normal

Expedite

Urgent

Fund Source:

General Fund

Other

N/A

Executive Rec:

Approve

Do Not Approve

N/A

Approved as to

Form:

Yes

No

N/A

Subject: Adopting the Snohomish County Tourism Promotion Area Business Plan 2025.

Scope: This motion provides Council approval of the 2025 Tourism Promotion Area Business Plan for funding at the recommended levels (expenditure allocations total \$3,304,859, included in the Council adopted 2025-2026 budget) and authorizes the County Executive to execute the necessary contracts under \$50,000.

Duration: Through December 31, 2025

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
100.515094105204	\$3,304,859					\$3,304,859
						0
Total's	\$3,304,859	0	0	0	0	\$3,304,859

Revenue	Current Year	2026	2027	2028	2029	Total
100.315014104560	\$2,552,317					\$2,552,317
						0
Total's	\$2,552,317	0	0	0	0	\$2,552,317

Authority Granted: Execution of contracts under \$50,000

Background: RCW 35.101 authorizes the establishment of a Tourism Promotion Area (TPA) and the imposition of a lodging charge by lodging businesses within the TPA. The Tourism Promotion Area was created by ordinance (SCC 4.118) in 2011 and included the areas within the city limits of the Snohomish County portion of the City of Bothell, the Cities of Arlington, Everett, Edmonds, Lynnwood, Marysville, Monroe, Mountlake Terrace and Mukilteo as well as unincorporated Snohomish County. SCC 4.118 also authorizes the County to create the TPA Fund and administer a program to allocate revenues accruing to the fund. The purpose of TPA is:

- The general promotion of tourism;
- Marketing of convention and trade shows;
- Marketing of the County to the travel industry; and
- Marketing of the County to recruit sporting events.

Pursuant to state statute (RCW 35.101.130), the Council has the sole discretion as to how revenue is used to promote tourism.

The code also created a TPA Advisory Board to serve in an advisory capacity regarding the uses of collected funds. On or before January 31 of each year, the TPA Board must

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submit to the Council for approval a proposed annual business plan delineating the uses of TPA revenue. TPA applications are reviewed and recommended to Council on a monthly basis throughout the year and the Council may periodically approve by motion these modifications to the annual business plan.

Requested Action: Move to GLS on January 22nd for consideration.