



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2023-1417

Motion: 23-529

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: Authorizing approval of Amendment No. 9 to the Professional Services Agreement with Day Vengley & Associates, D.B.A. DVA Advertising & Public Relations, for destination marketing & management organizational (DMO) services.

Scope: This motion approves Amendment 9 to the contract with DVA, adding 2024 scope of work to include Strategic Tourism Management Plan Implementation; Destination Marketing-Social Media Asset Acquisition and Production; Group/International Sales; Destination Marketing-Social Media Programs; Destination Marketing-SeattleNorthCountry.com website platform; and Public Relations. The amendment extends the agreement through December 31, 2024 and adjusts the not to exceed amount to a total of \$3,571,997, with the total charges for 2024 not to exceed \$500,000.

Duration: Execution through December 31,2024.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2024	2025	2026	2027	Total
116.502014104101	\$500,000					\$500,000
						0
Total's	\$500,000	0	0	0	0	\$500,000

Revenue	Current Year	2024	2025	2026	2027	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: Authorizes the County Executive to execute the contract.

Background: Snohomish County and DVA entered into a contract in October of 2019 for the purposes of establishing a new regional destination marketing and management organization. Through various motions, Council has approved 8 previous amendments to this contract.

Requested Action: Move to GLS on December 13th for consideration.