

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington

MOTION NO. 26-002

AUTHORIZING APPROVAL OF AMENDMENT NO. 1 TO THE PROFESSIONAL SERVICES AGREEMENT WITH DAY VENGLY & ASSOCIATES, D.B.A. DVA ADVERTISING & PUBLIC RELATIONS, FOR 2026 DESTINATION MARKETING & MANAGEMENT ORGANIZATIONAL (DMO) SERVICES AND AUTHORIZING THE COUNTY EXECUTIVE TO SIGN AND EXECUTE THE AGREEMENT

WHEREAS, SCC 4.41.010 created a fund known as the “County-wide Hotel/Motel Fund;” and

WHEREAS, SCC 4.40.030 establishes that funds collected under the section may be used to “expand tourism within the county and support comprehensive regional marketing for Snohomish county tourism;” and

WHEREAS, in 2019 Day Vengley & Associates, d.b.a. DVA Advertising & Public Relations (“DVA”), responded to (RFP) 30-19JR and was selected for the purpose of supporting destination marketing and management organization (DMO) professional services; and

WHEREAS, DVA has served as Snohomish County’s advertising agency of record for four (4) years, supporting county-wide tourism marketing and management initiatives; and

WHEREAS, in August 2024 SCC 3.04.015(k) was amended to exempt contracts funded by taxes and charges set forth in chapter 4.41 from competitive requirements; and

WHEREAS, in January 2024 the Snohomish County tourism division finalized the 2024-2027 Strategic Tourism Plan (STP) which included specific objectives, tasks and spending plan that would continue to foster Snohomish County’s economic development through tourism and visitor services; and

WHEREAS, Snohomish County Lodging Tax Advisory Board reviewed and recommended \$1,500,000 for 2025 Destination Management & Marketing Services; and

WHEREAS, on January 22, 2025, the Snohomish County Council approved the Professional Services Agreement with DVA Advertising & PR for 2025 Designation Management and Marketing Services at a contracted amount of \$1,500,000, by Motion 25-008, and authorized the County Executive to sign and execute the agreement;

NOW, THEREFORE, ON MOTION, the Snohomish County Council approves Amendment No.1 to the Agreement for Professional Services for 2026 Designation Management and Marketing Services with DVA Advertising & Public Relations at a contracted amount of \$1,500,000 and authorizes the County Executive to execute the Amendment.

PASSED this 14<sup>th</sup> day of January, 2026.

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington



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Council Chair

ATTEST:



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Deputy Clerk of the Council