

1 Adopted: 08/30/23
2 Effective: 09/09/23

3
4 SNOHOMISH COUNTY COUNCIL
5 Snohomish County, Washington

6
7 AMENDED ORDINANCE NO. 23-067

8
9 RELATING TO SPONSORSHIPS AND LICENSES AT COUNTY PARKS AND THE
10 FAIR PARK, AMENDING CHAPTERS 2.32 SCC AND ADDING NEW SECTIONS TO
11 CHAPTERS 2.16 AND 2.32 SCC
12

13 BE IT ORDAINED:

14
15 Section 1. A new section is added to Chapter 2.16 of the Snohomish County Code to
16 read:

17
18 **2.16.025 Sponsorships.**

19
20 The county executive and, if approved by the county executive, the director of the
21 department of conservation and natural resources, are hereby authorized to enter into
22 and execute on behalf of Snohomish County, sponsorship agreements for sponsorship
23 contributions for improvements to park properties, maintenance and operation of park
24 properties or for entertainment, activities and events with the following conditions:

25 (1) The proposed sponsorship agreement does not include the purchase of goods and
26 services from the sponsor;

27 (2) The division director determines that the sponsorship agreement and character of the
28 proposed sponsor align with the mission and vision for county parks and the parks and
29 recreation comprehensive plan element and recommends approval of such agreement;

30 (3) The sponsorship agreement does not obligate the county monetarily or sufficient
31 appropriations already exist;

32 (4) Every such sponsorship agreement shall be reviewed and approved, as appropriate,
33 by the county risk manager or designee and approved on a form that has been approved
34 as to form by the prosecuting attorney, or by a deputy prosecuting attorney;

35 (5) The proposed sponsor shall provide such indemnification and/or insurance coverage,
36 proof of compliance with workers compensation laws, proof of possessing any other
37 license or permits required of the proposed sponsor, and any release forms as may be
38 required by the county risk manager;

39 (6) Sponsorship agreements shall be for a term of no greater than five years, with the
40 option to extend any agreement for up to no more than two additional five-year terms, at
41 the discretion of the division director;

42 (7) Upon request by the county council, the department director shall refer the proposed
43 sponsorship agreement to the county council for review and approval;

44 (8) The county executive shall refer all sponsorship agreements over the amount of
45 \$50,000, either individually or cumulatively annually, to the county council for review
46 and approval by motion; and

47 (9) The county executive shall prepare and deliver an annual report to the county
48 council, of all sponsorship applications, including those approved and rejected. The
49 report shall include business/corporate name of sponsor, total monetary amount of
50 the sponsorship offered, total monetary amount of the sponsorship approved (as

1 applicable), how the sponsorship opportunity was advertised, the term of each
2 approved sponsorship agreement and a statement identifying the improvements to
3 park properties, maintenance and operation of park properties or entertainment,
4 activities and events that each sponsorship agreement funded.

5
6 Section 2. Snohomish County Code Section 2.32.140, last amended by Ordinance No.
7 89-209, on May 17, 1989, is amended to read:

8
9 **2.32.140 Duties of manager.**

10
11 The manager shall:

- 12 (1) Act as the chief administrative officer for the operation and maintenance of the fair
13 and fairgrounds;
14 (2) Each year submit to the director of of the division parks and recreation a proposed
15 budget for the operation of the fair and fairgrounds for the following ~~((year))~~ budget
16 cycle;
17 (3) Initiate, direct and administer fair and fairgrounds related activities;
18 (4) Improve, operate and maintain the fairgrounds real estate together with the
19 appurtenances and improvements thereon and all other property useful in connection
20 therewith;
21 (5) Select and employ such properly qualified employees as ~~((he))~~ the manager may
22 deem desirable and necessary;
23 (6) Adopt and enforce reasonable rules and regulations deemed necessary in the
24 operation of the fair and the fairgrounds, PROVIDED that the manager shall give the
25 advisory board an opportunity to comment on proposed rules and regulations that
26 directly relate to the fair.

27
28 Section 3. Snohomish County Code Section 2.32.150, last amended by 4/99
29 supplement in April 1999, is amended to read:

30
31 **2.32.150 Licensing agreements.**

32
33 The county executive and, if approved by the county executive, the department director
34 are hereby authorized to enter into and execute ~~((in))~~ on behalf of Snohomish County
35 fair booth and commercial licensing agreements, facility licensing agreements, and/or
36 other licensing agreements covering facilities, space or other property of Snohomish
37 County located on the fairgrounds upon the following conditions:

- 38 (1) The manager determines that the granting of such license agreement provides a fair
39 rate of return to the county in view of the nature and license value of the facilities, space
40 and/or property licensed, use to be made thereof, the character of the applicant, and
41 recommends approval of such agreement;
42 (2) Every such licensing agreement shall be reviewed by and approved, as appropriate,
43 by the risk ~~((management committee))~~ manager or ~~((its))~~ designee and approved on a
44 form that has been approved as to form by the prosecuting attorney, or by a deputy
45 prosecuting attorney;
46 (3) The applicant shall provide such indemnification and/or insurance coverage, proof of
47 compliance with workers compensation laws, proof of possessing any other license or
48 permits required of the applicant, and any release forms as may be required by the risk
49 ~~((management committee))~~ manager;

1 (4) Any such licensing agreement shall be for a term of less than one year PROVIDED
2 that the department director may extend any licensing agreement for additional terms of
3 less than one year for up to no more than four years;

4 (5) Upon request by the county council, the fairgrounds manager shall refer the
5 application for any licensing agreement to the county council for review and approval;

6 (6) The county executive may refer any licensing agreement to the county council for
7 review and approval.

8
9 Section 4. A new section is added to Chapter 2.32 of the Snohomish County Code
10 to read:

11
12 **2.32.160 Sponsorships.**

13
14 The county executive and, if approved by the county executive, the director of the
15 department of conservation and natural resources, are hereby authorized to enter into
16 and execute on behalf of Snohomish County sponsorship agreements for sponsorship
17 contributions for the improvement, maintenance and operation of the fairgrounds or for
18 entertainment, activities and events with the following conditions:

19 (1) The proposed sponsorship agreement does not include the purchase of goods and
20 services from the sponsor;

21 (2) The manager determines that the sponsorship agreement and character of the
22 proposed sponsor align with the fairgrounds mission and vision, business and
23 promotional plans and recommends approval of such agreement;

24 (3) The sponsorship agreement does not obligate the county monetarily or sufficient
25 appropriations already exist;

26 (4) Every such sponsorship agreement shall be reviewed by and approved, as
27 appropriate, by the risk manager or designee and approved on a form that has been
28 approved as to form by the prosecuting attorney, or by a deputy prosecuting attorney;

29 (5) The proposed sponsor shall provide such indemnification and/or insurance coverage,
30 proof of compliance with workers compensation laws, proof of possessing any other
31 license or permits required of the proposed sponsor, and any release forms as may be
32 required by the risk manager;

33 (6) Sponsorship agreements shall be for a term of no greater than five years, with the
34 option to extend any agreement for up to no more than two additional five-year terms, at
35 the discretion of the department director;

36 (7) Upon request by the county council, the department director shall refer the proposed
37 sponsorship agreement to the county council for review and approval;

38 (8) The county executive shall refer all sponsorship agreements over the amount of
39 \$50,000, either individually or cumulatively annually, to the county council for review
40 and approval by motion; and

41 (9) The county executive shall prepare and deliver an annual report to the county
42 council of all sponsorship applications, including those approved and rejected. The
43 report shall include business/corporate name of sponsor, total monetary amount of
44 the sponsorship offered, total monetary amount of the sponsorship approved (as
45 applicable), how the sponsorship was advertised, the term of each approved
46 sponsorship agreement and a statement identifying the improvements to the
47 fairgrounds, maintenance and operation of the fairgrounds or entertainment,
48 activities and events that each sponsorship agreement funded.

