



# Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

**ECAF:** 2024-3110

**Motion:** 25-008

**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 a Professional Services Agreement with Day Vengley & Associates, D.B.A. DVA Advertising & Public Relations, for 2025 destination marketing & management organizational (DMO) services and authorizing the County Executive to sign and execute the agreement.

**Scope:** This motion approves the 2025 Professional Services Agreement between Snohomish County and Day Vengley & Associates Marketing and Public Relations. Scope of work includes destination management, including creative asset acquisition and production, digital and traditional paid placement, group and international sales, destination marketing-digital programs and platforms, SeattleNorthCountry.com website platform management, and destination marketing public relations. Contract is for a note to exceed amount of \$1,500,000.

**Duration:** Execution through December 31, 2025, with one additional 1-year extension possible at the sole discretion of the County.

**Fiscal Impact:**  Current Year  Multi-Year  N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
115.502014104101	\$1,500,000					\$1,500,000
						0
<b>Total's</b>	<b>\$1,500,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$1,500,000</b>

Revenue	Current Year	2026	2027	2028	2029	Total
						0
						0
<b>Total's</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Authority Granted:** N/A.

**Background:** SCC 4.41.010 created a fund known as the "County-wide Hotel/Motel Fund;" and 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. 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. DVA has served as Snohomish County's advertising agency of record for five (5) years, supporting county-wide tourism marketing and management initiatives. The Snohomish County Lodging Tax Advisory Board reviewed and recommended \$1,500,000 for 2025 Destination Management & Marketing Services.

**Requested Action:** Move to GLS on January 22<sup>nd</sup> for consideration.