



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2026-0698

Motion: 26-157

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: Snohomish County TPA agreement with DVA Advertising & PR.

Scope: This motion approves the 2026 Tourism Promotion Area agreement between Snohomish County and Day Vengley & Associates Advertising and Public Relations for the 2026 FIFA Phase 3 marketing. Scope of work includes the prominent feature of the credit “Made possible in part through the support of the TPA Fund of Snohomish County, Washington” in any publication produced as a result of this project; creation and maintain media strategy, project management, administration, and account management; implement digital media management, optimization, and reporting with full FIFA campaign report production; development of messaging creative concepts, and marketing assets; deploy marketing using Meta and programmatic campaigns. Term is upon execution through December 31, 2026, with a not to exceed amount of \$178,723.

Duration: Execution through December 31, 2026.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
100.515014105204	\$178,723					\$178,723
						0
Total's	\$178,723	0	0	0	0	\$178,723

Revenue	Current Year	2027	2028	2029	2030	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: On February 4, 2026, the County Council approved the 2026 TPA Business Plan. The Plan provides for applications to be received, evaluated, and considered for recommendation to Council throughout the year. This project has been approved by the TPA Board and is within the Executive’s authority to execute as outline in Motion 25-003 and per SCC 3.04.140 (2).

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