



Finance, Budget and Administration

Jim Martin

Council Initiated:

☐ Yes

☒ No

ECAF: 2025-2193

Motion: 25-372

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:

Approving and authorizing the Executive to sign the Snohomish County Tourism Promotion Area Agreement with DVA.

Scope:

This motion approves the 2025 Tourism Promotion Area agreement between Snohomish County and Day Vengley & Associates Advertising and Public Relations. 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 implementation of a campaign strategy and management for the FIFA awareness campaign, including media strategy, project management, administration, and account management; manage digital media, including optimization and reporting; develop creative concepts, campaign asset development and a partner toolkit; target new audiences, focusing on U.S. cities that have strong Major League Soccer fan bases, direct flights to Paine Field, or favorable soccer demographics-but are not World Cup host cities.

Duration:

Execution through December 31, 2025.

Fiscal Impact:

☒ Current Year

☐ Multi-Year

☐ N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
100.515014105204	\$165,000					\$165,000
						0
Total's	\$165,000	0	0	0	0	\$165,000

Revenue	Current Year	2026	2027	2028	2029	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: On January 22, 2025, Snohomish County Council approved the 2025 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year.

Requested Action: Move to GLS on August 20th for consideration.