



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2023-1373

Motion: 23-509

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: 2023 Local Hotel/Motel Seasonal Marketing Campaign.

Scope: This motion approves the 2023 Tourism Promotion Area agreement between Snohomish County and Day Vengley & Associates Marketing and Public Relations. Scope of work includes development of a comprehensive Seasonal Event Listing page on the Seattle NorthCounty website; Development of six event listings on individual municipal microsite pages; placement of paid ads to marketing the six individual events via municipal microsite listings and the Seasonal Event Listings page of the seattlenorthcountry.com site. Contract is for a note to exceed amount of \$29,937.50.

Duration: Execution through December 31, 2023.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2024	2025	2026	2027	Total
Various	\$29,937.50					\$29,937.50
						0
Total's	\$29,937.50	0	0	0	0	\$29,937.50

Revenue	Current Year	2024	2025	2026	2027	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: On December 14, 2022, Snohomish County Council approved the 2023 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 November 29th for consideration.