



Finance, Budget and Administration

Nicole Gorle

Council Initiated:

☐ Yes

☒ No

ECAF: 2025-3822

Motion: 26-002

Type:

- ☒ Contract
☐ Board Appt.
☐ Code Amendment
☐ Budget Action
☐ Other

Requested Handling:

- ☐ Normal
☒ Expedite 12.17.25
☐ Urgent

Fund Source:

- ☐ General Fund
☒ Other – Fund 116
☐ N/A

Executive Rec:

- ☒ Approve
☐ Do Not Approve
☐ N/A

Approved as to

Form:

- ☒ Yes
☐ No
☐ N/A

Subject: 2026 Destination Marketing and Management Agreement – Day Vengley & Associates

Scope: This motion would approve amendment #1 to the County’s contract with Day Vengley & Associates (DVA) for destination marketing and management professional services. Under the agreement DVA will provide the marketing services outlined in Schedule A of the contract and Schedule B outlines the compensation plan for 2026.

- \$103,958.89 - Memberships, Subscriptions and Travel
- \$70, 200.00 – Accounting/Administration
- \$23,400 – Marketing Performance Reports
- \$1,045,432.63 – Production and Placement (Asset Acquisition and Production; Digital and Traditional Paid Placement; and Group and International Sales)
- \$24,992.63 – Social Media
- \$133,383.48 – SeattleNorthCounty.com Website
- \$123,625 – Public Records
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Duration: January 1, 2026 through December 31, 2026

Fiscal Impact: ☒ Current Year ☐ Multi-Year ☐ N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
Fund 116	\$1,500,000					\$1,500,000
Total's	\$1,500,000					\$1,500,000

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

Authority Granted: Authorizes the Executive to execute the amendment.

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 since 2019, supporting county-wide tourism marketing and management initiatives. The most recent contract, approved through [Motion 25-008](#) was for a one-year contract in the

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amount of \$1,500,000 with an option to extend one additional year. In 2024 the Snohomish County Lodging Tax Advisory Board reviewed and recommended funding levels for 2025 and 2026, with \$1,500,000 for 2025 and \$1,500,000 for 2026.

Requested Action: Move to GLS for consideration (next day requested 01.14.26).