

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 25-008

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

WHEREAS, SCC 4.41.010 created a fund known as the "County-wide Hotel/Motel Fund;" and

WHEREAS, 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;" and

WHEREAS, 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; and

WHEREAS, DVA has served as Snohomish County's advertising agency of record for four (4) years, supporting county-wide tourism marketing and management initiatives; and

WHEREAS, in August 2024 SCC 3.04.015(k) was amended to exempt contracts funded by taxes and charges set forth in chapter 4.41 from competitive requirements; and

WHEREAS, in January 2024 the Snohomish County tourism division finalized the 2024-2027 Strategic Tourism Plan (STP) which included specific objectives, tasks and spending plan that would continue to foster Snohomish County's economic development through tourism and visitor services; and

WHEREAS, Snohomish County Lodging Tax Advisory Board reviewed and recommended \$1,500,000 for 2025 Destination Management & Marketing Services;

NOW, THEREFORE, ON MOTION, Snohomish County Council approves the Professional Services Agreement with DVA Advertising & PR for 2025 Designation Management and Marketing Services at an amount not to exceed \$1,500,000, and further authorizes the County Executive to sign and execute the agreement.


PASSED this 22nd day of January, 2025.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Deputy Clerk of the Council