



Snohomish County Council

Committee: Committee of the Whole
ECAF: 2023-0368
Proposal: Motion 23-147

Analyst: Deb Evison Bell
Date: April 18, 2023

Consideration:

The proposed motion would approve and authorize the County Executive to sign Amendment No. 1 to the Media Buying Services Contract for the Snohomish County Evergreen State Fair, under SCC 3.04.190.

Background:

In February of 2021 Snohomish County entered into a Services Contract with Gibson Media for media buying services for the 2021-2025 Evergreen State Fairs. Snohomish County selected Gibson Media, through RFP-08-20SB, following established Federal, State and County policies.

Schedule A of the contract covers the scope of the services in detail to include services provided by Gibson Media, Inc. of Media Strategies, Media Planning, Media Buying, Media Management/Evaluation/Payment and other services. The responsibilities of the County include creative services and production, contract and insurance processing, compensation, and admission, parking and event passes as necessary for completion of the contract.

Current Proposal:

Scope: The proposed Amendment No. 1 to the Media Buying Services Contract will increase the contract amount allowing the 2023 Snohomish County Evergreen Fair to receive better marketing, including Digital, TV, Radio, and OOH (billboard/transit) exposure.

Duration: The term of this amendment is from execution to October 15, 2025.

Fiscal Implications: The media buyer works on straight commission and the request is an increase of the contract amount from \$165,000 to \$200,000.

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| ORIGINAL CONTRACT | MOTION 21-033 | AMOUNT | \$165,000 | END 10/15/2025 |
| AMENDMENT 1 | MOTION 23-147 | AMOUNT | \$200,000 | END 10/15/2025 |

2023 Budget: Yes, within the approved 2023 budget.

Future Budget Impacts: Funding for the additional service is included in the approved 2023 budget.

Handling: EXPEDITE (Fair wishes to start booking and advertising as soon as possible.)

Approved-as-to-form: YES

Risk Management: APPROVE

Executive Recommendation: APPROVE

Analysis: The proposed contract amendment allows for additional advertising of the Snohomish County Evergreen State Fair.

Requests: For Council to consider the motion, as the contract is requested to be expedited so that marketing for this year's Fair can commence.