



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2025-1588

Motion: 25-252

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 Everett Pride.

Scope: This motion approves the 2025 Tourism Promotion Area agreement between Snohomish County and Everett Pride. Everett Pride shall prominently feature the credit “Made possible in part through the support of the TPA fund of Snohomish County, Washington” as part of the Everett Pride Block Party Weekend. In addition, any publications produced as a result of this project shall prominently feature the TPA logo. Everett Pride will also create and submit a final report to the County by December 31, 2025 to summarize the completed project. The not to exceed amount of the agreement is \$26,000, and the agreement is through December 31, 2025.

Duration: Execution through December 31, 2024.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
100.515014105204	\$26,000					\$26,000
						0
Total's	\$26,000	0	0	0	0	\$26,000

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: Approval of the 2025 Tourism Promotion Area agreement with Everett Pride at a contracted amount of \$26,000. Requested action is to move to GLS on June 18th for consideration.