

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 22-150

APPROVING THE SNOHOMISH COUNTY TOURISM PROMOTION AREA
2022 SNOHOMISH RUNNING COMPANY REGIONAL MARKETING CAMPAIGN

WHEREAS, RCW 35.101.080 authorized Snohomish County to establish a Tourism Promotion Area (TPA) upon petition by the lodging industry; and

WHEREAS, RCW 35.101.05 authorizes the imposition of a lodging charge on the furnishing of lodging by lodging businesses with the TPA, subject to certain exemptions; and

WHEREAS, RCW 35.101.010 describes the limitation on use of the revenues to promote tourism; and

WHEREAS, on December 15, 2010, Council adopted SCC 4.118 which establishes the TPA and the Tourism Promotion Area Advisory Board to advise and make recommendations to the County on allocation of TPA revenues for eligible projects; and

WHEREAS, the County received applications for funding assistance from various eligible public and nonprofit entities in response to a public solicitation for such applications; and


WHEREAS, the Snohomish County Tourism Promotion Area Advisory Board has evaluated the applications for eligibility and recommended funding levels for the projects consistent with provisions of RCW 35.101.010; and

WHEREAS, on January 19, 2022 the Snohomish County Council approved the 2022 Tourism Promotion Area Business Plan, and the funding of twenty-one projects at the recommended levels as set forth in the business plan; and authorized Executive Directors' signature authority to sign the agreements on behalf of Snohomish County and any other documents necessary to effectuate all the terms and conditions of said agreements; and further authorized the Executive to approve and execute additional 2022 Tourism Promotion Area contracts under \$25,000;

NOW, THEREFORE, ON MOTION, the Snohomish County Council approves 2022 Regional Marketing Campaign with the Snohomish Running Company at a contracted amount of \$50,000.

PASSED this 13th day of April, 2022.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Asst. Clerk of the Council