



## Snohomish County Council

**Committee:** Committee of the Whole  
**ECAF:** 2023-0111  
**Proposal:** Mot. 23-059

**Analyst:** Jim Martin  
**Date:** February 2, 2023

### **Consideration:**

Authorizing the Executive to execute the Snohomish County Tourism Promotion Area 2023 Snohomish County Sports Commission operating budget.

### **Background**

On December 14, 2022, Council approved the 2023 Tourism Promotion Area Business Plan, and the funding of eleven at the recommended levels as set forth in the business plan. This project is for advertising and publicizing with the goal of making Snohomish County a premier destination for sports. The Snohomish County Sports Commission shall market Snohomish County as a premier destination (state, regional, national, and international) for amateur, collegiate, and professional sports events and tournaments.

The proposed contract is with the Amateur Athletics Commission of Snohomish County, d.b.a Snohomish County Sports Commission, and is through December 31, 2023. The not to exceed amount is \$509,260, and is funded with TPA lodging funds.

### **Current Proposal**

This motion provides Council approval of the 2023 Snohomish County Sports Commission agreement in the amount of \$509,206, and authorizes the Executive to execute the agreement.

*Duration:* Through December 31, 2023

*Fiscal Implications:* \$509,260

**2023 Budget:** Yes

**Future Budget Impacts:** None.

**Handling:** Urgent

**Approved-as-to-form:** N/A.

**Risk Management:** Yes.

**Executive Recommendation:** APPROVE.

**Attachments:** See ECAF packet.

**Amendments:** NONE.

**Request:** Move to Council for consideration.