



## Snohomish County Council

**Committee:** Finance  
**ECAF:** 2023-0064  
**Proposal:** Mot. 23-025

**Analyst:** Jim Martin  
**Date:** January 18, 2023

### **Consideration:**

Approve the Snohomish County Tourism Promotion Area (TPA) 2023 Snohomish Running Company Regional Marketing Campaign.

### **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 to secure professional runners to promote and participate in Snohomish Running Company events; digitally market Snohomish Running Company events through Meta and Google Ad buys.

The proposed contract is with the Snohomish Running Company, and is through December 31, 2023. The not to exceed amount is \$30,000, and is funded with TPA lodging funds.

### **Current Proposal**

This motion provides Council approval of the 2023 Regional Marketing Campaign with the Snohomish Running Company at a contracted amount of \$30,000.

*Duration:* Through December 31, 2023

*Fiscal Implications:* \$30,000

**2023 Budget:** Yes

**Future Budget Impacts:** None.

**Handling:** NORMAL

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

**Risk Management:** Yes.

**Executive Recommendation:** APPROVE.

**Attachments:** See ECAF packet.

**Amendments:** NONE.

**Request:** Move to GLS on February 1<sup>st</sup> for consideration.