



Finance, Budget and Administration

Jim Martin

Council Initiated:

☐ Yes

☒ No

ECAF: 2025-2195

Motion: 25-332

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 Spartan Race, Inc.

Scope: This motion approves the 2025 Tourism Promotion Area agreement between Snohomish County and Spartan Race, Inc. Spartan Race, Inc. shall prominently feature the credit "Made possible in part through the support of the TPA fund of Snohomish County, Washington" in any publication. In addition, any publications produced as a result of this project shall prominently feature the TPA logo. Spartan Race, Inc. 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 \$125,000, and the agreement is through December 31, 2025.

Duration: Execution through December 31, 2025.

Fiscal Impact: ☒ Current Year ☐ Multi-Year ☐ N/A

Expenditures	Current Year	2026	2027	2028	2029	Total
100.515014105204	\$125,000					\$125,000
						0
Total's	\$125,000	0	0	0	0	\$125,000

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 Spartan Race, Inc. at a contracted amount of \$125,000. Requested action is to move to Council for consideration.