



Snohomish County Council

Committee: Finance
ECAF: 2023-0073
Proposal: Mot. 23-045

Analyst: Jim Martin
Date: January 18, 2023

Consideration:

Approve the Snohomish County Strategic Tourism Plan updated with Otak, Inc.

Background

On December 31, 2022, the 2018-2022 Strategic Tourism Plan was up for renewal. RFP 22-047TB was issued for the purpose of selecting a strategic planning services consultant to help facilitate and write an updated Strategic Tourism Plan. Otak, Inc. was selected by the review committee from five competing firms to perform the work. Deliverables include: initiate planning process and complete review of background information; gather new data as needed, and prepare tourism assets database/inventory; engagement efforts, analysis, and early draft recommendations; compile full draft strategic tourism plan; finalize strategic tourism plan and executive summary. Term of the agreement is from date of execution through December 31, 2023, with the potential for up to one additional 1-year term, at the sole discretion of the County. Compensation is not to exceed \$114,850.00.

Current Proposal

This motion provides Council approval of the 2023 Strategic Tourism Plan Update with Otak, Inc. at a contracted amount of \$114,850.00.

Duration: Through December 31, 2023

Fiscal Implications: \$114,850.00

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 1st for consideration.