



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2024-1733

Motion: 24-311

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: Snohomish County Tourism Promotion Area agreement with City of Lynnwood.

Scope: This motion approves the 2024 Tourism Promotion Area agreement between Snohomish County and the City of Lynnwood. Scope of work includes creation of promotional video and advertising; launch of an advertising campaign through a media buy out, digital display, content marketing, and on the ExploreLynnwood.com site; boost social media marketing through a series of posts and stories as well as influencer partnerships; prominently feature “Made possible in part through the support of the TPA Fund of Snohomish County, Washington” in any publication produced as a result of this project. The not to exceed amount of the agreement is \$50,800, and the agreement is through December 31, 2024.

Duration: Execution through December 31, 2024.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2025	2026	2027	2028	Total
100.515014105204	\$50,800					\$50,800
						0
Total's	\$50,800	0	0	0	0	\$50,800

Revenue	Current Year	2025	2026	2027	2028	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background: On January 17, 2024, Snohomish County Council approved the 2024 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year.

Requested Action: Approval of the 2024 Tourism Promotion Area agreement with the City of Lynnwood at a contracted amount of \$50,800. Requested action is to move to GLS on August 21st for consideration.