

CONSULTANT: Amateur Athletics Commission of  
Snohomish County, d.b.a. Snohomish County  
Sports Commission

CONTACT PERSON: Tammy Dunn  
Executive Director

ADDRESS: 3101 Cedar Street Everett, WA 98201

FEDERAL TAX ID NUMBER/ 90-0136071  
U.B.I. NUMBER: 602-343-749

TELEPHONE: (425) 309-2744

COUNTY DEPT.: Snohomish County Executive Office

DEPT. CONTACT PERSON: Sarah Strozyk  
Workforce and Tourism Specialist

TELEPHONE/FAX NUMBER:

PROJECT: 2026 Operating Budget

AMOUNT: \$681,880.00

FUND SOURCE: 100.515014105204

CONTRACT DURATION: January 1, 2026 through December 31, 2026

TOURISM PROMOTION AREA AGREEMENT— AMATEUR ATHLETICS COMMISSION  
OF SNOHOMISH COUNTY

THIS AGREEMENT (the “Agreement”) is made by and between SNOHOMISH COUNTY, a political subdivision of the State of Washington (the “County”) and the Amateur Athletics Commission of Snohomish County, a Washington non-profit entity (the “TPA Recipient”).

RECITALS

WHEREAS, in 2003 the Washington Legislature enacted Chapter 35.101 RCW authorizing counties and cities to establish Tourism Promotion Areas (“TPAs”) and to levy lodging charges within TPAs to fund tourism promotion; and

TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHELETICS  
COMMISSION OF SNOHOMISH COUNTY

WHEREAS, pursuant to RCW 35.101.010(4), the tourism promotion purposes for which lodging charges collected within a TPA may be used are advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists, and operating destination marketing organizations; and

WHEREAS, the operators of lodging businesses located within the County presented an initial petition (the "Initiation Petition") to the County Council seeking establishment of a county-wide TPA pursuant to RCW 35.101.020; and

WHEREAS, by Motions No. 10-112 and 10-557, the County Council adopted resolutions of intention which gave notice of the time and place of public hearings to consider establishment of a TPA and provided the other information required by RCW 35.101.030; and

WHEREAS, on March 31 and December 15, 2010, the County Council held public hearings to consider establishment of a TPA; and

WHEREAS, pursuant to RCW 35.101.040, the city councils of the cities of Arlington, Bothell, Edmonds, Everett, Lynnwood, Marysville, Monroe, Mountlake Terrace, and Mukilteo approved an interlocal agreement with the County to authorize establishment of a TPA within those cities; and

WHEREAS, pursuant to the Initiation Petition and the subsequent proceedings had in connection therewith, the County Council found that the best interests of the County, lodging industry, and public would be served by establishing a TPA and, by Ordinance No. 10-112, subsequently amended by Ordinance No. 11-016 (collectively codified as Chapter 4.118 SCC), established the TPA and provided for its administration; and

WHEREAS, SCC 4.118.070(2) provides that the resources of the Tourism Promotion Area Fund established by SCC 4.118.070 shall be subject to appropriation by the County Council after considering the recommendations of the Tourism Promotion Area Advisory Board established by SCC 4.118.080(1); and

WHEREAS, pursuant to SCC 4.118.070(2) and SCC 4.118.090, the Tourism Promotion Area Advisory Board recommended to the County Council certain applicants for funding from the Tourism Promotion Area Fund after undertaking an evaluation of applications; and

WHEREAS, by Motion No. 26-083, passed on ~~January~~ <sup>February</sup> 11, 2026, the County Council authorized 2026 TPA funding of the projects as set forth therein and authorized the County Executive to execute the necessary contracts;

NOW, THEREFORE, in consideration of the mutual benefits and covenants contained herein, the parties agree as follows:

**TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHELETICS  
COMMISSION OF SNOHOMISH COUNTY**

1. Purpose of Agreement. The purpose of this Agreement is to set forth the requirements governing the receipt of TPA funds to reimburse costs to TPA Recipient for operation of the sports destination marketing organization and for other purposes set forth in Schedule A. TPA Recipient may be reimbursed in the amount up to \$681,880.00, which includes applicable sales tax, for eligible expenses. The TPA Recipient shall not sub-contract for the performance of its obligations under this Agreement, unless otherwise stated in Schedule A attached hereto and by this reference incorporated herein (the "Project"). The TPA Recipient will prepare and present status reports and other information regarding its performance under the Agreement as the County may request.

2. Term of Agreement; Time of Performance. This Agreement shall be effective on execution, (the "Effective Date") and shall terminate on December 31, 2026. The TPA Recipient shall complete its obligations required by this Agreement no later than December 31, 2026. TPA recipient may be compensated, following the Effective Date, for work performed by it consistent with this Agreement between January 1, 2026, and the Effective Date. The County's obligations after December 31, 2026, are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law.

3. Funding of Project and Eligible Expenses. Subject to Section 8 of this Agreement and upon the completion of the Project to the satisfaction of the County, the County will reimburse the TPA Recipient for Project work as set forth in Schedule A, PROVIDED, HOWEVER, that no reimbursement shall be made for Project expenses for which the Schedule A has not demonstrated eligibility. The TPA Recipient shall submit a request for reimbursement for Project expenses supported by detailed statements, including invoices from third parties incident to those Project expenses, if any, indicating Project work performed as appropriate and consistent with the schedule of Project work outlined in Schedule A. Limits for categories of expenses in the Project Budget are set forth in Schedule B, Compensation and Expenses. Total requests for reimbursement for this Project shall not exceed \$681,880.00, including applicable sales tax (the "Contract Maximum").

4. Independent Contractor. The TPA Recipient agrees that the TPA Recipient will perform its obligations under this Agreement as an independent contractor and not as an agent, employee, or servant of the County. This Agreement neither constitutes nor creates an employer-employee relationship. The parties agree that the TPA Recipient is not entitled to any benefits or rights enjoyed by employees of the County. The TPA Recipient specifically has the right to direct and control TPA Recipient's own activities in providing the agreed services in accordance with the specifications set out in this Agreement.

The TPA Recipient shall furnish, employ and have exclusive control of all persons to be engaged in performing the TPA Recipient's obligations under this Agreement (the "TPA Recipient personnel"), and shall prescribe and control the means and methods of performing such obligations by providing adequate and proper supervision. Such TPA Recipient personnel shall for all purposes be solely the employees or agents of the TPA Recipient and shall not be deemed to be employees or agents of the County for any purposes whatsoever. With respect to TPA Recipient personnel, the TPA Recipient shall be solely responsible for compliance with all rules, laws and

regulations relating to employment of labor, hours of labor, working conditions, payment of wages and payment of taxes, including applicable contributions from TPA Recipient personnel when required by law.

Because it is an independent contractor, the TPA Recipient shall be responsible for all obligations relating to federal income tax, self-employment or FICA taxes and contributions, and all other so-called employer taxes and contributions including, but not limited to, industrial insurance (workers' compensation). The TPA Recipient agrees to indemnify, defend and hold the County harmless from any and all claims, valid or otherwise, made to the County because of these obligations.

The TPA Recipient assumes full responsibility for the payment of all payroll taxes, use, sales, income, or other form of taxes, fees, licenses, excises or payments required by any city, county, federal or state legislation which are now or may during the term of the Agreement be enacted as to all persons employed by the TPA Recipient and as to all duties, activities and requirements by the TPA Recipient in performance of the work under this Agreement. The TPA Recipient shall assume exclusive liability therefor and shall meet all requirements thereunder pursuant to any rules or regulations that are now or may be promulgated in connection therewith.

5. Ownership. Any and all data, reports, analyses, documents, photographs, pamphlets, plans, specifications, surveys, films or any other materials created, prepared, produced, constructed, assembled, made, performed or otherwise produced by the Contractor or the Contractor's subcontractors or Snohomish County Sports Commissions for delivery to the County under this Agreement shall be the sole and absolute property of the County. Such property shall constitute "work made for hire" as defined by the U.S. Copyright Act of 1976, 17 U.S.C. § 101, and the ownership of the copyright and any other intellectual property rights in such property shall vest in the County at the time of its creation. Ownership of the intellectual property includes the right to copyright, patent, and register, and the ability to transfer these rights. Material which the Contractor uses to perform this Agreement but is not created, prepared, constructed, assembled, made, performed or otherwise produced for or paid for by the County is owned by the Contractor and is not "work made for hire" within the terms of this Agreement.

6. Changes. No changes or additions shall be made in this Agreement except as agreed to by both parties, reduced to writing and executed with the same formalities as are required for the execution of this Agreement.

7. County Contact Person. The assigned contact person (or Project manager) for the County for this Agreement shall be:

Name: Sarah Strozyk  
Title: Workforce and Tourism Specialist  
Department: Snohomish County Executive Office  
Telephone: (425) 923-4953

**TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHELETICS  
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Email: [Sarah.Strozyk@snoco.org](mailto:Sarah.Strozyk@snoco.org)

8. County Review and Approval. When the TPA Recipient has completed any discrete portion of the work, the TPA Recipient shall verify that the work is free from errors and defects and otherwise conforms to the requirements of this Agreement. If the County determines the work contains errors, omissions, or otherwise fails to conform to the requirements of this Agreement, the County shall reject the work by providing the TPA Recipient with written notice describing the problems with the work and describing the necessary corrections or modifications to same. The TPA Recipient shall receive no additional compensation for time spent correcting errors.

If the TPA Recipient fails or refuses to correct the TPA Recipient's work when so directed by the County, the County may withhold from any payment otherwise due to the TPA Recipient an amount that the County in good faith believes is equal to the cost the County would incur in correcting the errors, in re-procuring the work from an alternate source, and in remedying any damage caused by the TPA Recipient's conduct.

9. Subcontracting and Assignment. The TPA Recipient shall not subcontract, assign, or delegate any of the rights, duties or obligations covered by this Agreement without prior express written consent of the County. Any attempt by the Contractor to subcontract, assign, or delegate any portion of the Contractor's obligations under this Agreement to another party in violation of the preceding sentence shall be null and void and shall constitute a material breach of this Agreement.

10. Insurance Requirements. The TPA Recipient shall procure by the time of execution of this Agreement, and maintain for the duration of this Agreement, (i) insurance against claims for injuries to persons or damage to property which may arise from or in connection with insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the services hereunder by the TPA Recipient, its agents, representatives, or employees and (ii) a current certificate of insurance and additional insured endorsement, when applicable.

a. General. Each insurance policy shall be written on an "occurrence" form, except that Professional Liability, Errors and Omissions coverage, if applicable, may be written on a claims made basis. If coverage is approved and purchased on a "claims made" basis, the TPA Recipient warrants continuation of coverage, either through policy renewals or the purchase of an extended discovery period, if such extended coverage is available, for not less than three (3) years from the date of completion of the work which is the subject of this Agreement.

By requiring such minimum insurance coverage, the County shall not be deemed or construed to have assessed the risks that may be applicable to the TPA Recipient under this Agreement. The TPA Recipient shall assess its own risks and, if it deems appropriate and/or

prudent, maintain greater limits and/or broader coverage.

b. No Limitation on Liability. The TPA Recipient's maintenance of insurance as required by this Agreement shall not be construed to limit the liability of the TPA Recipient to the coverage provided by such insurance, or otherwise limit the County's recourse to any remedy available at law or in equity.

c. Minimum Scope and Limits of Insurance. The TPA Recipient shall maintain coverage at least as broad as, and with limits no less than:

(i) General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, and for those policies with aggregate limits, a \$2,000,000 aggregate limit. CG 00 01 current edition, including personal and advertising injury.

(ii) Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage. CA 0001 current edition, Symbol 1; (when applicable)

(iii) Workers' Compensation: To meet applicable statutory requirements for workers' compensation coverage of the state of residency of the workers providing services under this Agreement;

(iv) Employers' Liability or "Stop Gap" coverage: \$1,000,000.

d. Other Insurance Provisions and Requirements. The insurance coverages required in this Agreement for all liability policies except Workers Compensation are to contain, or be endorsed to contain, the following provisions:

(i) The County, its officers, officials, employees and agents are to be covered as additional insureds as respects liability arising out of activities performed by or on behalf of the TPA Recipient in connection with this Agreement. Such coverage shall be primary and non-contributory insurance as respects the County, its officers, officials, employees and agents. Additional Insured Endorsement shall be included with the certificate of insurance, "CG 20 26 04 13" or its equivalent is required. The County requires this Endorsement to complete the Agreement.

(ii) The TPA Recipient's insurance coverage shall apply separately to each insured against whom a claim is made and/or lawsuit is brought, except with respect to the limits of the insurer's liability.

(iii) Any deductibles or self-insured retentions must be declared to, and approved by, the County. The deductible and/or self-insured retention of the policies shall not limit or apply to the TPA Recipient's liability to the County and shall be the sole responsibility of the TPA Recipient.

(iv) Insurance coverage must be placed with insurers with a Best's Underwriting Guide rating of no less than A: VIII, or, if not rated with Best's Underwriting Guide, with minimum surpluses the equivalent of Bests' surplus size VIII. Any exception

must be approved by the County.

Coverage shall not be suspended, voided, canceled, reduced in coverage or in limits, until after thirty (30) calendar days' prior written notice, has been given to the County.

If at any time any of the foregoing policies fail to meet minimum requirements, the TPA Recipient shall, upon notice to that effect from the County, promptly obtain a new policy, and shall submit the same to the County, with the appropriate certificates and endorsements, for approval.

e. Subcontractors. The TPA Recipient shall include all subcontractors as insureds under its policies, or shall furnish separate certificates of insurance and policy endorsements for each subcontractor. **Insurance coverages provided by subcontractors as evidence of compliance with the insurance requirements of this Agreement, not provided by the TPA Recipient, shall be subject to all of the requirements stated herein.**

11. Indemnification and Hold Harmless. To the maximum extent permitted by law and except to the extent caused by the sole negligence of the County and, if any funds for this Agreement are provided by the State, the State, the TPA Recipient shall indemnify and hold harmless the County and the State, their officers, officials, agents and employees, from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatsoever kind or nature arising out of, in connection with, or incidental to the goods and/or services provided by or on behalf of the TPA Recipient. In addition, the TPA Recipient shall assume the defense of the County and, if applicable, the State and their officers and employees in all legal or claim proceedings arising out of, in connection with, or incidental to such goods and/or services and shall pay all defense expenses, including reasonable attorney's fees, expert fees and costs incurred by the County and, if applicable, the State, on account of such litigation or claims.

The above indemnification obligations shall include, but are not limited to, all claims against the County and, if applicable, the State by an employee or former employee of the TPA Recipient or its subcontractors, and the TPA Recipient, by mutual negotiation, expressly waives all immunity and limitation on liability, as respects only the County and, if applicable, the State, under any industrial insurance act, including Title 51 RCW, other Worker's Compensation act, disability benefit act, or other employee benefit act of any jurisdiction which would otherwise be applicable in the case of such claim.

In the event that the County or, if applicable, the State incurs any judgment, award and/or cost including attorney's fees arising from the provisions of this section, or to enforce the provisions of this section, any such judgment, award, fees, expenses and costs shall be recoverable from the TPA Recipient.

In addition to injuries to persons and damage to property, the term "claims," for purposes of this provision, shall include, but not be limited to, assertions that the use or transfer of any software, book, document, report, film, tape, or sound reproduction or material of any kind,

delivered hereunder, constitutes an infringement of any copyright, patent, trademark, trade name, and/or otherwise results in an unfair trade practice.

In the event the County or, if applicable, the State incurs attorney fees and/or costs in the defense of claims under these provisions, such attorney fees and costs shall be recoverable from the TPA Recipient. In addition, the County and, if applicable, the State shall be entitled to recover from the TPA Recipient their attorney fees and costs incurred to enforce the provisions of this section.

The indemnification, protection, defense and save harmless obligations contained herein shall survive the expiration, abandonment or termination of this Agreement.

Nothing contained within this provision shall affect and/or alter the application of any other provision contained within this Agreement.

12. County Non-discrimination. It is the policy of the County to reject discrimination, which denies equal treatment to any individual because of his or her race, creed, color, national origin, families with children, sex, marital status, sexual orientation, age, honorably discharged veteran or military status, or the presence of any sensory, mental, or physical disability or the use of a trained dog guide or service animal by a person with a disability as provided in Washington's Law against Discrimination, Chapter 49.60 RCW, and the Snohomish County Human Rights Ordinance, Chapter 2.460 SCC. These laws protect against specific forms of discrimination in employment, credit transactions, public accommodation, housing, county facilities and services, and county contracts.

The TPA Recipient shall comply with the substantive requirements of Chapter 2.460 SCC, which are incorporated herein by this reference. Execution of this Agreement constitutes a certification by the TPA Recipient of the TPA Recipient's compliance with the requirements of Chapter 2.460 SCC. If the TPA Recipient is found to have violated this provision, or to have furnished false or misleading information in an investigation or proceeding conducted pursuant to this Agreement or Chapter 2.460 SCC, this Agreement may be subject to a declaration of default and termination at the County's discretion. This provision shall not affect the TPA Recipient's obligations under other federal, state, or local laws against discrimination.

13. Federal Non-discrimination. Snohomish County assures that no persons shall on the grounds of race, color, national origin, or sex as provided by Title VI of the Civil Rights Act of 1964 (Pub. L. No. 88-352), as amended, and the Civil Rights Restoration Act of 1987 (Pub. L. No. 100-259) be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any County sponsored program or activity. Snohomish County further assures that every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not.

14. Employment of County Employees. SCC 2.50.075, "Restrictions on future

employment of County employees,” imposes certain restrictions on the subsequent employment and compensation of County employees. The TPA Recipient represents and warrants to the County that it does not at the time of execution of this Agreement, and that it shall not during the term of this Agreement, employ a former or current County employee in violation of SCC 2.50.075. For breach or violation of these representations and warranties, the County shall have the right to terminate this Agreement without liability.

15. Compliance with Other Laws. The TPA Recipient shall comply with all other applicable federal, state and local laws, rules, and regulations in performing this Agreement.

16. Compliance with Grant Terms and Conditions. The TPA Recipient shall comply with any and all conditions, terms and requirements of any federal, state or other grant, if any, that wholly or partially funds the TPA Recipient’s work hereunder.

17. Prohibition of Contingency Fee Arrangements. The TPA Recipient warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the TPA Recipient, to solicit or secure this Agreement and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the TPA Recipient, any fee, commission, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, the County shall have the right to terminate this Agreement without liability or, in its discretion, to deduct from the Agreement price or consideration, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

18. Force Majeure. If either party is unable to perform any of its obligations under this Agreement as a direct result of an unforeseeable event beyond that party’s reasonable control, including but not limited to an act of war, act of nature (including but not limited to earthquake and flood), embargo, riot, sabotage, labor shortage or dispute (despite due diligence in obtaining the same), or governmental restriction imposed subsequent to execution of the Agreement (collectively, a “force majeure event”), the time for performance shall be extended by the number of days directly attributable to the force majeure event. Both parties agree to use their best efforts to minimize the effects of such failures or delays.

19. Suspension of Work. The County may, at any time, instruct the TPA Recipient in writing to stop work on the Project effective immediately, or as directed, pending either further instructions from the County to resume the work or a notice from the County of breach or termination under Section 20 of this Agreement.

20. Non-Waiver of Breach; Termination.

a. The failure of the County to insist upon strict performance of any of the covenants or agreements contained in this Agreement, or to exercise any option conferred by this



22. Confidentiality. The TPA Recipient shall not disclose, transfer, sell or otherwise release to any third party any confidential information gained by reason of or otherwise in connection with the TPA Recipient's performance under this Agreement. The TPA Recipient may use such information solely for the purposes necessary to perform its obligations under this Agreement. The TPA Recipient shall promptly give written notice to the County of any judicial proceeding seeking disclosure of such information.

23. Public Records Act. This Agreement and all public records associated with this Agreement shall be available from the County for inspection and copying by the public where required by the Public Records Act, Chapter 42.56 RCW (the "Act"). To the extent that public records then in the custody of the TPA Recipient are needed for the County to respond to a request under the Act, as determined by the County, the TPA Recipient agrees to make them promptly available to the County. If the TPA Recipient considers any portion of any record provided to the County under this Agreement, whether in electronic or hard copy form, to be protected from disclosure under law, the TPA Recipient shall clearly identify any specific information that it claims to be confidential or proprietary. If the County receives a request under the Act to inspect or copy the information so identified by the TPA Recipient and the County determines that release of the information is required by the Act or otherwise appropriate, the County's sole obligations shall be to notify the TPA Recipient (a) of the request and (b) of the date that such information will be released to the requester unless the TPA Recipient obtains a court order to enjoin that disclosure pursuant to RCW 42.56.540. If the TPA Recipient fails to timely obtain a court order enjoining disclosure, the County will release the requested information on the date specified.

The County has, and by this section assumes, no obligation on behalf of the TPA Recipient to claim any exemption from disclosure under the Act. The County shall not be liable to the TPA Recipient for releasing records not clearly identified by the TPA Recipient as confidential or proprietary. The County shall not be liable to the TPA Recipient for any records that the County releases in compliance with this section or in compliance with an order of a court of competent jurisdiction.

24. Interpretation. This Agreement and each of the terms and provisions of it are deemed to have been explicitly negotiated by the parties. The language in all parts of this Agreement shall, in all cases, be construed according to its fair meaning and not strictly for or against either of the parties hereto. The captions and headings of this Agreement are used only for convenience and are not intended to affect the interpretation of the provisions of this Agreement. This Agreement shall be construed so that wherever applicable the use of the singular number shall include the plural number, and vice versa, and the use of any gender shall be applicable to all genders.

25. Complete Agreement. This Agreement has been entered into following a recommendation process in accordance with Chapter 4.118 SCC. This Agreement constitutes the entire understanding of the parties. Any written or verbal agreements that are not set forth herein

or incorporated herein by reference are expressly excluded.

26. Conflicts between Attachments and Text. Should any conflicts exist between any attached exhibit or schedule and the text or main body of this Agreement, the text or main body of this Agreement shall prevail.

27. No Third Party Beneficiaries. The provisions of this Agreement are for the exclusive benefit of the County and the TPA Recipient. This Agreement shall not be deemed to have conferred any rights, express or implied, upon any third parties.

28. Governing Law; Venue. This Agreement shall be governed by the laws of the State of Washington. The venue of any action arising out of this Agreement shall be in the Superior Court of the State of Washington, in and for Snohomish County.

29. Severability. Should any clause, phrase, sentence or paragraph of this Agreement be declared invalid or void, the remaining provisions of this Agreement shall remain in full force and effect.

30. Authority. Each signatory to this Agreement represents that he or she has full and sufficient authority to execute this Agreement on behalf of the County or the TPA Recipient, as the case may be, and that upon execution of this Agreement it shall constitute a binding obligation of the County or the TPA Recipient, as the case may be.

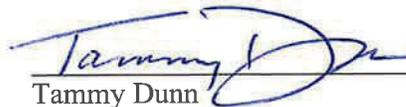
31. Survival. Those provisions of this Agreement that by their sense and purpose should survive expiration or termination of the Agreement shall so survive.

32. Execution in Counterparts. This Agreement may be executed in counterparts, each of which shall constitute an original and all of which shall constitute one and the same Agreement.

SNOHOMISH COUNTY:

AMATEUR ATHELETICS  
COMMISSION OF SNOHOMISH  
COUNTY

\_\_\_\_\_  
County Executive Director                      Date

 30 Jan 2026  
\_\_\_\_\_  
Tammy Dunn    Date

TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHELETICS  
COMMISSION OF SNOHOMISH COUNTY

Approved as to form only:

Wendling, Rebecca

Digitally signed by Wendling,  
Rebecca  
Date: 2026.02.03 13:19:57 -08'00'

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Deputy Prosecuting Attorney

Date

TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHELETICS  
COMMISSION OF SNOHOMISH COUNTY

Schedule A  
Scope

TPA RECIPIENT: AMATEUR ATHLETICS COMMISSION OF SNOHOMISH COUNTY  
PROJECT: Operation of Sports Destination Marketing Organization (DMO)

1. The TPA Recipient shall: prominently feature the following credit in any publication produced as a result of this Project: MADE POSSIBLE IN PART THROUGH THE SUPPORT OF THE TPA FUND OF SNOHOMISH COUNTY, WASHINGTON.
2. The TPA Recipient shall ensure that any publications produced as a result of this Project shall prominently feature the TPA logo.
3. The TPA Recipient shall create a final report and submit it to the County by December 31, 2026. The final report, along with the TPA Recipient's invoices required by Section 3 and Schedule B, will summarize the completed Project and will include Key Performance Indicators set forth in this Schedule A.
4. The TPA Recipient shall submit invoices for allowable expenses and charges, including any applicable sales tax, the total of which is not to exceed the Contract Maximum.

**SCOPE OF WORK**

The Snohomish County Sports Commission shall be responsible 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.

**MARKETING**

***ADVERTISING & PROMOTION***

- a. Place advertisements in national sports publications, including but not limited to Sports Events Magazine, Sports Destination Management, Sports Planning Guide, and PUSH Sports Magazine. Advertising includes but is not limited to print, digital, and social media platforms.
- b. Maintain current relationships and develop new relationships with local, state, regional, and national sports organizations to promote Snohomish County as a location. Relationship development to include, but not be limited to:
  - Ten (10) meetings a month with current sports organization partners.
  - Five (5) meetings a month with new sports organization partners.

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- c. Enhance media outreach to key publications, sports writers, and industry contacts, locally, regionally, and nationally.
  - Sports publication to include, but not be limited to, Outdoors NW, Adventures NW, Runner’s World Magazine, and Golf Magazine.
  - Television and radio, to include but not limited to, KIRO7 TV, KING 5 TV, KOMO 4 TV, FOX13 Seattle, and 710Seattle Sports.
- d. Develop and distribute press releases to media contacts and writers; maintain a file of story ideas from writers.
- e. Respond to writer requests. Disseminate information about sporting events, visitor information and venues to specific audiences.
- f. Develop a 2026 social media plan for all social media platforms to market Snohomish County as a premier sports destination, and to market Snohomish County sporting events to increase visitors.
- g. Maintain a website, [www.snocosports.org](http://www.snocosports.org), including but not limited to listing sports facilities and sports events and promoting “Why Snohomish County”.
- h. Create video(s) to promote Snohomish County venues, sports teams hosted and promote Snohomish County as a sports destination.
- i. Conduct meetings with new and existing sports event organizers to focus on the expansion of new sports events and the retention of current sports events.
- j. Attend meetings with cities, chambers of commerce, venue managers, businesses, and hotels with the focus on informing the community about sports tourism business. This will provide these individuals with the opportunity to know about out-of-town visitors coming to their city, venue, business, or hotel.
- k. Identify and target new sports tourism business during non-peak months in Snohomish County.
- l. Create and maintain a record of permissions/licenses for any and all non-original content (including but not limited to text, images, video, and audio) used by the Sports Commission in any medium and paid for with funds under this Agreement.
- m. Special Event Marketing for events including, but not limited to, Seattle FIFA World Cup 2026 and other regional sporting events.
  - Meet with the Snohomish County’s Destination Management Organization (DMO) at least monthly to:
    - Coordinate marketing plan and messaging
    - Report on local and regional partner engagement efforts

***DEVELOPMENT***

- a. Maintain memberships and subscriptions in professional and sports business associations including but not limited to: Association of Chief Executives for Sports (ACES), Economic Alliance Snohomish County (EASC), Sports Events & Tourism Association, Destinations International including Economic Impact Calculator, Esports Trade Association, and Playeasy.

- b. Identify and attend a minimum of 10 sporting events, regionally and nationally, to explore and evaluate the viability of and operational details of hosting these sporting events in Snohomish County. A list of potential events, including but not limited to: Major League Paintball, Triple Crown Sports, The Basketball Tournament, USA Catchball, Varsity Spirit, Pacific Coast Cheer, and RCX Sports.
- c. Facilitate tours to sports event organizers of the venues, hotels, attractions, and community for the opportunity to host a future sporting event. Sports event organizers include but are not limited to: Major League Paintball, U.S. Figure Skating, USA Taekwondo, USA Gymnastics, RCX Flag Football, and Triple Crown Sports
- d. Provide a monthly report to the County on the identified Request for Proposals generated by sports event organizers.

#### ***TRADESHOW & TRAVEL***

- a. Participate in sports tradeshow, conferences, and sales missions to promote Snohomish County as a premier sports destination, including but not limited to, Sports ETA Symposium, Sports ETA CEO & 4S Summit, Destinations International Convention & Marketing Summit, SPORTS—Invitational, Esports Travel Summit, Esports Next Conference, Connect Sports, ACES Conference, Sports Express Conference, Compete Sports Diversity Summit, and TEAMS '25 with a minimum of ten (10) sports event organizers to determine event details including but not limited to event venue needs to determine if Snohomish County can meet the event needs.
- b. Coordinate and conduct sales missions with the National Governing Bodies (NGB) in Colorado Springs and Indianapolis with the opportunity to promote Snohomish County as a location for their sporting events.
- c. Travel related to the tradeshow, conferences, and sales missions for the full-time employees who are attending.

#### ***UPDATES TO COUNTY DEPARTMENTS AND OTHER COUNTY-SELECTED ORGANIZATIONS***

- a. Meet with municipal/county parks & recreation directors in Snohomish County biannually to update them on sports tourism and sporting events in their communities.
- b. Attend parks and recreation boards and commissions throughout the year to give boards an update on sports tourism and sporting events.
- c. Provide county departments with updates on sports tourism information.
- d. Work with Tourism Promotion Area (TPA) Advisory Board and the County on bringing sporting events to Snohomish County.

#### ***ASSESS SPORTS FACILITIES IN SNOHOMISH COUNTY***

- a. Identify improvements needed to make existing sports facilities desirable for tournaments and sporting events.
- b. Maintain inventory of existing sports facilities within Snohomish County.

#### **TOURISM PROMOTION AREA AGREEMENT WITH THE AMATEUR ATHLETICS COMMISSION OF SNOHOMISH COUNTY**

***OPERATIONS***

- a. Maintain operational overhead such as, but not limited to office supplies and equipment, software & computers, printing and postage, office space, telephones, insurance – liability and Directors & Officers, bookkeeping, copier lease, and travel expenses including but not limited to mileage and meeting functions as well as other eligible expenses relations to operations of a destination management organization.

***KEY PERFORMANCE INDICATORS***

- a. TPA Recipient shall provide no less than monthly and quarterly performance report of work produced. Upon County request, the report will be presented to the Tourism Promotion Area (TPA) Advisory Board.
- b. Report and analysis shall adhere to Key Performance Indicators (KPIs), including but not limited to:
  - 1. Definite Room Nights booked (booking pace)
    - i. Year over Year increase.
    - ii. Note: Room nights booked may be for 2026 and future years.
  - 2. Hotel Revenue Generation
    - i. Year over year increase.
  - 3. Total Visitors including out of town visitors.
    - i. Year over year increase.
  - 4. Economic Impact
    - i. Year over year increase, baseline for 2026
  - 5. Marketing/Media
    - i. Social Media Engagement
      - Quarter over quarter increase
      - Year over year increase
    - ii. Press Release Distributed
      - Media articles and press releases published.
    - iii. Visitor Information Distributed
      - Digitally and printed information
    - iv. Digital Marketing Engagement
      - Quarter over quarter increase
      - Year over year increase

Schedule B  
Compensation and Expenses

1. The TPA Recipient will be reimbursed by the County for services provided and/or eligible expenses incurred in executing the Project pursuant to the Agreement in an amount not to exceed the Contract Maximum.
  
2. Expenses eligible for reimbursement under the Agreement are defined as those listed in Attachment 1 to this Schedule B. The TPA Recipient shall submit up-to one (1) invoice once per-month to the County for all eligible expenditures for which the TPA Recipient seeks reimbursement. If requested by the County, the TPA Recipient will provide all third party invoices for which the TPA Recipient seeks reimbursement. In-kind matching volunteer services shall be valued at a rate of \$34.78 per hour or as invoiced to the TPA Recipient by independent third parties at a commercially reasonable rate that is customary for such work. In addition, if County funds are to be used to pay in whole or in part any printed materials, print advertising or broadcast medium advertising, the TPA Recipient will submit with the TPA Recipient 's reimbursement request for associated costs incurred: three (3) copies of printed materials; one copy of each print advertisement as printed; and one copy of the text of each broadcast medium advertisement. In order to ensure timely closeout of the Project, the TPA Recipient shall submit its invoice to the County no later than thirty (30) calendar days after completion of the services authorized by this Agreement and, in any event, no later than December 15, 2026. The TPA Recipient's invoice shall be accompanied by a report summarizing the Project and how funds provided for the Project under this Agreement have promoted tourism in Snohomish County. In no event shall the TPA Recipient's invoice be paid by the County if it is submitted after December 31, 2026, or if it is not accompanied by the required report. A full Project Budget can be found in Attachment 1 to this Schedule B and is incorporated herein by this reference. The Total Expense listed in the Project Budget includes all applicable sales tax.

Upon request of the TPA Recipient and prior written approval by the County, the TPA Recipient may be authorized to shift funds within the items defined in the budget shown above subject to the following conditions:

1. No funds may be shifted without **prior** written authorization from the County contact set forth in Section 8 of this Agreement. Authorization to shift funds must be sought and approved **prior** to anticipated need.
  
2. Funds shifted shall aggregate no more than twenty percent (20%) of the total allocation amount; provided, however, that no such authorization may be construed as permitting either an increase or reduction in the Wages and Benefits category.
  
3. Funds shifted shall be within the original allocation. Authorization to shift funds IS NOT authorization to exceed the original amount of the allocation. In no event shall payments by the County under the Agreement exceed the Contract Maximum.

4. Funds may only be shifted among expenditure categories listed in the original budget. No new budget items or expenditure categories may be funded without an amendment to this Agreement, and the shift shall not cause a reduction in the original marketing dollars percentage allocated by the TPA Advisory Board for the project.

