



## Snohomish County Council

**Committee:** Finance  
**ECAF:** 2021-0953  
**Proposal:** Mot. 22-008

**Analyst:** Jim Martin  
**Date:** January 5, 2022

### **Consideration:**

Approve the Snohomish County Tourism Promotion Area (TPA) 2021 Business Plan.

### **Background**

RCW 35.101 authorizes the establishment of a Tourism Promotion Area (TPA) and the imposition of a lodging charge by lodging businesses within the TPA. The Tourism Promotion Area was created by ordinance (SCC 4.118) in 2011 and included the areas within the city limits of the Snohomish County portion of the City of Bothell, the Cities of Arlington, Everett, Edmonds, Lynnwood, Marysville, Monroe, Mountlake Terrace and Mukilteo as well as unincorporated Snohomish County. SCC 4.118 also authorizes the County to create the TPA Fund and administer a program to allocate revenues accruing to the fund. The purpose of TPA is:

- The general promotion of tourism;
- Marketing of convention and trade shows;
- Marketing of the County to the travel industry; and
- Marketing of the County to recruit sporting events.

Pursuant to state statute (RCW 35.101.130), the Council has the sole discretion as to how revenue is used to promote tourism.

The code also created a TPA Advisory Board to serve in an advisory capacity regarding the uses of collected funds. On or before January 31 of each year, the TPA Board must submit to the Council for approval a proposed annual business plan delineating the uses of TPA revenue. TPA applications are reviewed and recommended to Council on a monthly basis throughout the year and the Council may periodically approve by motion these modifications to the annual business plan.

### **Current Proposal**

This motion provides Council approval of the 2022 Tourism Promotion Area Business Plan for funding at the recommended levels (allocations total \$827,200, included in the Council adopted 2022 budget) and authorizes the County Executive to execute the necessary contracts.

*Duration:* Through December 31, 2022

*Fiscal Implications:* \$827,200

**2022 Budget:** Yes

**Future Budget Impacts:** None.

**Handling:** NORMAL

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

**Risk Management:** N/A.

**Executive Recommendation:** APPROVE.

**Attachments:** See ECAF packet.

**Amendments:** NONE.

**Request:** Move to GLS on January 19<sup>th</sup> for consideration.