



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2026-0368

Motion: 26-083

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 the agreement for the 2026 operating budget with Amateur Athletics Commission of Snohomish County DBA Snohomish County Sports Commission.

Scope:

This motion approves the 2026 Tourism Promotion Area agreement between Snohomish County and Amateur Athletics Commission of Snohomish County, dba Snohomish County Sports Commission. Scope of work includes marketing Snohomish County as a premier destination (state, regional, national, and international) for amateur, collegiate, and professional sports events and tournaments. Marketing shall include advertisements in national sports publications; maintaining & developing new relationships with local, state, regional, and national sports organizations to promote Snohomish County as a location; attend a minimum of 10 meetings with current sports organization partners and 5 meetings a month with new sports organization partners; participate in sports tradeshows, conferences, and sales missions to promote Snohomish County. The not to exceed amount of the agreement is \$681,880, (647,130 in 2025) and the agreement is through December 31, 2026.

Duration:

Execution through December 31, 2026.

Fiscal Impact:

Current Year

Multi-Year

N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
100.515014105204	\$681,880					\$681,880
						0
Total's	\$681,880	0	0	0	0	\$681,880

Revenue	Current Year	2027	2028	2029	2030	Total
						0
						0
Total's	0	0	0	0	0	0

Authority Granted: N/A.

Background:

On February 11, 2026, Snohomish County Council will consider the 2026 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year.

Requested Action:

Approval of the 2026 Tourism Promotion Area agreement with Amateur Athletics of Snohomish County, dba Snohomish County Sports Commission at a contracted amount of \$681,880. Requested action is to move to GLS on February 11th for consideration.