



Finance, Budget and Administration

Jim Martin

Council Initiated:

Yes

No

ECAF: 2026-0351

Motion: 26-074

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 Business Plan 2026.

Scope: This motion provides Council approval of the 2026 Tourism Promotion Area Business Plan for funding at the recommended levels (expenditure allocations total \$3,369,172, included in the Council adopted 2025-2026 budget) and authorizes the County Executive to execute the necessary contracts under \$50,000. Breakdown of expenditures are as follows, with prior year amount in parenthesis: Revenue-\$2,610,652 (\$2,552,317); Administration-\$189,418 (162,236); Sports Commission-\$681,880 (647,130); Approved grants-\$2,097,874 (\$2,095,493); Opportunity-\$400,000 (\$400,000). Ending fund balance is projected to be \$9,258,768.

Duration: Through December 31, 2026

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
100.515094105204	\$3,369,172					\$3,369,172
						0
Total's	\$3,369,172	0	0	0	0	\$3,369,172

Revenue	Current Year	2027	2028	2029	2030	Total
100.315014104560	\$2,610,652					\$2,610,652
						0
Total's	\$2,610,652	0	0	0	0	\$2,610,652

Authority Granted: Execution of contracts under \$50,000

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

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- 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.

Requested Action: Move to GLS on February 11th for consideration.