

## **AMENDMENT NO. 9 TO AGREEMENT FOR PROFESSIONAL SERVICES**

THIS AMENDMENT No. 9 to that certain Agreement For Professional Services dated October 30, 2019, is made by and between SNOHOMISH COUNTY, a political subdivision of the State of Washington (the “County”) and DVA Advertising and Public Relations, an Oregon Limited Liability Corporation (the “Contractor”).

NOW THEREFORE, for and in consideration of the mutual benefit and promises to set forth below, the parties mutually agree that the Agreement for Professional Services be amended as follows:

1. The first paragraph of Section 1 of the Agreement is amended to read as follows:

The purpose of this Agreement is to plan, organize, and provide Destination Marketing and Management (DMO) Services in a joint effort between the County and the Contractor. The scope of services is as defined in Schedule A attached hereto and by this reference made a part hereof. Attached as Schedule A-9, by this reference incorporated herein, is the Scope of Services for 2024 (2024 Services). This Agreement is the product of County RFP No. 30-19JR, Destination and Management Organizational (DMO) Services.

2. Section 2 of the Agreement is amended to read as follows:

Term of Agreement; Time of Performance. This Agreement shall be effective upon execution (the “Effective Date”) and shall terminate on December 31, 2024. The Contractor shall commence work upon the Effective Date and shall complete the work required by this Agreement no later than December 31, 2024, PROVIDED, HOWEVER, that the County’s obligations after December 31, 2023, are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law.

3. Section 3.a of the Agreement is amended to read as follows:

The County will pay the Contractor for services as and when set forth in Schedule B, which is attached hereto and by this reference made a part of this Agreement. Attached as Schedule B-9 (Compensation 2024) by this reference incorporated herein, is the compensation for the 2024 services.

4. Section 3.f of the Agreement is amended to read as follows:

Contract Maximum. Total charges under this Agreement, all fees and expenses included, shall not exceed \$3,571,997.00. Total charges for the 2024 services shall not exceed \$500,000.00.

IN ALL OTHER RESPECTS, THE AGREEMENT FOR PROFESSIONAL SERVICES SHALL REMAIN IN FULL FORCE AND EFFECT EXCEPT AS EXPRESSLY MODIFIED BY THIS AMENDMENT NO. 9

SNOHOMISH COUNTY:

DVA Advertising and Public Relations

*Mary Angelo* 11/28/23

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

\_\_\_\_\_  
Mary L. Angelo Date  
Partner & Director of Client Services

Approved as to insurance and indemnification provisions:

**Barker, Sheila** Digitally signed by Barker, Sheila  
Date: 2023.11.28 13:45:00 -08'00'

\_\_\_\_\_  
Risk Management Date

<b>COUNCIL USE ONLY</b>	
Approved	<u>12/13/2023</u>
ECAF #	<u>2023-1417</u>
MOT/ORD	<u>Motion 23-529</u>

Schedule A-9  
Scope of Services for 2024

CONTRACTOR: DVA Advertising and Public Relations  
PROJECT: Destination Marketing and Management Organizational (DMO) Services

1. **Key Stage: Destination Management Hard Costs**
  - a. **Destination Memberships, Subscriptions, and Travel Costs**
    - i. Contractor shall coordinate the following third-party services:
      1. Booking engine referral service
      2. User Generated Content (UGC), Digital Asset Management (DAM) System and Media Hub
      3. Social Media Scheduling Platform
      4. Data provider
      5. Membership subscriptions
      6. Website subscriptions
      7. Contractor’s travel hard costs for meetings with Snohomish County staff

**Deliverables Completed** per County-approved monthly, quarterly, and annual implementation calendars by December 31, 2024

2. **Key Stage: Destination Marketing – Creative, Sales Support, Asset Acquisition and Production**
  - a. **Strategic Tourism Management Plan Implementation** Contractor shall assist County staff in interpreting and developing an action plan for implementing the goals and identified KPIs within the 2023-2027 Strategic Tourism Plan (STP). Deliverables will include:
    - i. Develop an action plan that addresses each goal and KPI identified in the STP. The plan should include a timeline for implementation, responsible parties, and subtasks required to complete
    - ii. Implement a countywide tourism rebrand, to include:
      1. Review of existing brand components
      2. Review of comments and existing input on current brand
      3. Conduct surveys, focus groups, stakeholder meetings, and meetings with County staff and leadership gathering information about responses to the tourism brand
      4. Produce a findings document summarizing the information gathered in 2.a.ii,1-3
      5. Establish a new brand document describing the underpinning brand elements/pillars of the new brand

6. Present a creative brief to guide development of the new brand and identity
7. Distill prospective marketing names, to be narrowed to 2-3 finalists for broader testing
8. Upon selection of a brand name, present a range of visual identities with key elements to be used to further represent Snohomish County as a destination. Proposals should include, but are not limited to, examples of a logo, color scheme, web design, typography, icons, photography, and the overall aesthetic representation of the brand. Visual identities to be narrowed to 2-3 finalists for broader testing
9. Implementation of the new name and identity across marketing assets

**b. Destination Marketing – Social Media Asset Acquisition and Production**

Contractor shall execute creative direction, management, and supervision of content acquisition and production to implement the DMO Strategy for Social Media Destination Marketing per the County-approved Go To Market plan, including but not limited to:

- i. Oversight of asset acquisition, production of content and third party services for social media channels, and SeattleNorthCountry.com Website and platforms:
  1. Digital photography, videography, acquisition and production
  2. Music studio time and licensing
  3. Studio production and editing
  4. Contracted Talent
  5. Copywriting, content, and photography to supplement blogs and related posts for Tier 4 organic social media and SeattleNorthCountry.com or successor website at a minimum to include:
    - a. Long-form videos
    - b. Stills or short-form videos, or a County approved combination of both
    - c. Written content
- ii. 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 Contractor in any medium and paid for with funds under this Agreement.

**c. Group/International Sales**

Contractor shall assist in identifying, coordinating, and producing materials for up to three trade shows/sales events in 2024. Budget includes entry fees and materials production, but not travel or travel-related expenses for County staff to attend the events. Potential events for 2024 include:

- i. GoWest, Lake Tahoe, February 2024

- ii. ITB Berlin, March 2024
- iii. IPW, Los Angeles, May 2024

**Deliverables Completed** per County-approved 2024 Creative Content Production Schedules by December 31, 2024

**3. Key Stage: Destination Marketing – Digital Programs and Platforms**

**a. Destination Marketing – Social Media Programs**

Contractor shall assist in the following social media services:

- i. Coordinate with Snohomish County tourism staff on social media posting schedules, related content calendars, posting cadence and posting distributions organic social media channels.
- ii. Assist in gathering and coordinating visual assets for the DMO Digital Asset System and Media Hub.
- iii. Solicit story ideas, content, and concepts from destination partners for featured articles, monthly content columns and seasonal campaigns, and other related social media and blog editorial content.
- iv. Maintain destination social media “voice” to protect the parent brand and child regional brands of Seattle NorthCountry.
- v. Work with in-house staff to educate partners about the methods, uses, and localized integration of the parent and regional visitor brands child brands of Seattle NorthCountry to ensure integrity and use of the brands.
- vi. Develop collaborative social media marketing campaign concepts for destination partners by sharing content calendars, digital marketing, and performance insights.
- vii. Develop internal and external informational, promotion, and communication materials, including media releases, e-newsletters and blogs, for the Snohomish County DMO and its pages.

**b. Destination Marketing – SeattleNorthCountry.com Website Platform**

Contractor shall manage, maintain, develop, and optimize the Seattle NorthCountry.com Website and its associated microsite platforms on daily, weekly, quarterly, and annual schedule, including but not limited to:

- i. Managing the website third party service and hosting, production, programming, and development
- ii. Oversight planning, development of layouts, design, and implementation of necessary optimization and integrations
- iii. Maintaining, testing, and optimizing SeattleNorthCountry.com user experience (UX)
- iv. Monitoring landing page, content, links, and text functionality
  - v. Publishing blogs and related content from eNewsletters
- vi. Maintaining and updating County approved travel advisories, alerts, and links to county and state health information related to COVID-19 as needed
- vii. Performing Search Engine Optimization (SEO) projects
- viii. Creating landing pages and microsites as required

- ix. Maintaining communication platforms and industry resource tools

**Deliverables Completed** per County-approved implementation schedule and calendar by December 31, 2024

**4. Key Stage: Public Relations**

Contractor shall execute the County-approved comprehensive DMO Public Relations Strategy and calendar within earned media plans, budgets, work plans, tactics, and timelines that target leisure travel, sports events, and include efforts to build broad awareness of the destination. Contractor's tasks include but are not limited to the following:

- a. Research of topical content with the highest potential of ROI for targeted media and influencers about Seattle NorthCountry.
  - i. Provide a minimum of four (4) hours per month
- b. Respond to inquiries and requests for additional or more detailed information about specific topics and interests.
  - i. Provide a minimum of ten (10) hours per month responding to reactive leads.
- c. Implementation of the PR editorial calendar (including but not limited to press releases, pitches, and media alerts).
  - i. Fifteen (15) media releases or themed pitches over the course of 12 months, approximately five (5) hours per release/pitch including follow up.
- d. Content identification including regular solicitation of news, events, packages, and other media-friendly assets from co-managers (form submission) to inform and provide content for other public relations tactics.
  - i. Quarterly outreach to industry partners (separate from industry newsletter) to solicit information, approximately six (6) hours per quarter.
- e. Production of twice annual media invitations.
  - i. Distributed twice per year to approximately 100 media each time, at approximately 10 hours per pitch including follow-up and responses.
- f. Coordination and facilitation of themed media, travel writer, and influencer visits, and familiarization (FAM) tours.
  - i. Targeting 20 individual visits in 2024
- g. Conducting virtual or desk-side appointments in key markets
  - i. Two (2) targeted market visits in 2024
  - ii. Target between six (6) to eight (8) appointments, and approximately 60 hours for outreach, attendance, and follow-up.
- h. Development of key market outreach initiatives (i.e. drive and PAE direct flight markets for leisure and sports segments).
- i. Ongoing outreach to media and influencers interested in Seattle NorthCountry destination offerings.
  - i. Proactive outreach to fifteen (15) individuals per month, assumes 15 hours per month on outreach and follow-up.
- j. Promotion of the new DMO approach and successes to industry platforms, media, and influencers.
- k. Operate as DMO Public Relations point of contact for visitor media and influencers.

- l. Pursue targeted third-party influencer endorsements of visitor experiences in the destination for leisure, lodging, conventions, sports, and international audiences.
- m. Manage and coordinate media monitoring tools and editorial database services through the Cision public relations platform.
- n. Produce quarterly Public Relations Strategy Reports that detail Strategy progress and outcomes suitable for a variety of industry audiences.
- o. Provide quarterly and annual reports to the County that demonstrate Public Relations Strategy outcomes.
- p. Provide a public relations summary demonstrating:
  - i. Key public relations activities performed over the quarter
  - ii. Unique visitors, readership, and value of the editorial coverage (value calculated by multiplying the paid cost of space utilized for the story by two) compared month-over-month and year-over-year
  - iii. Links to stories resulting directly from public relations work performed within this Agreement
  - iv. Familiarization tours (FAMs) and influencer visits and activities

**Deliverables:** Execution of County-approved DMO Public Relations Strategy, production quarterly and annual reports and presentations. Deliverables Completed: December 31, 2024

**\$500,000 Schedule B  
Compensation**

As outlined in Section 3 of this agreement, Contractor shall submit to Snohomish County a properly executed invoice indicating the work performed and the amount due from the County at the completion of work for each line item outlined in this section. Subject to Section 8 of this Agreement, the County will pay such invoices within thirty (30) calendar days of receipt.

1. Destination Management Hard Costs		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
<b>a. Destination Memberships, Subscriptions and Travel Costs</b>		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
	Responsible Party					
	USTA			\$1,500.00	\$1,500.00	
	SWT			\$2,500.00	\$2,500.00	
	Cascade Loop			\$500.00	\$500.00	
	Destination International			\$1,600.00	\$1,600.00	
	GSBA			\$643.00	\$643.00	
	WSDMO			\$1,650.00	\$1,650.00	
	All the Rooms			\$4,200.00	\$4,200.00	
	Smith Travel Report			\$6,800.00	\$6,800.00	
	Mountain Loop App			\$1,800.00	\$1,800.00	
	BookDirect subscription			\$8,000.00	\$8,000.00	
	Datafy (removed for 2024, but will need a line item of \$27,000 for 2025)			\$0.00	\$0.00	
	CrowdRiff/UGC			\$24,259.00	\$24,259.00	
	Travel			\$25,000.00	\$25,000.00	
<b>SUBTOTAL</b>		<b>0</b>		<b>\$78,452.00</b>	<b>\$78,452.00</b>	<b>\$78,452.00</b>
<b>2. Creative, sales support, production and media asset acquisition</b>						
<b>a. Strategic Tourism Management Plan implementation</b>		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
	Responsible Party					
	Account management, review, traffic					
	Director of Client Services - Mary Angelo; or if delegated:	150	\$175		\$26,250.00	
	- Account Supervisor - Amy Neale Coelsch		\$175		\$0.00	
	- Senior Digital Strategist - Christian Folk		\$175			
	Brand and identity development					
	Creative Director - Ryan Crotty; or if delegated:	240	\$175		\$42,000.00	
	- Art Director - Allison Wanichek		\$175		\$0.00	
	- Production Manager - Daniel O'Neil		\$160			
	- Traffic Manager - Julie Krooswyk		\$160			
<b>Subtotal</b>		<b>390</b>		<b>\$0.00</b>	<b>\$68,250.00</b>	
<b>b. Media Asset Acquisition and Production</b>						
	Responsible Party	Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
	Account management, review, traffic					
	Director of Client Services - Mary Angelo; or if delegated:	25	\$175		\$4,375.00	
	- Account Supervisor - Amy Neale Coelsch		\$157		\$0.00	
	Creative direction, production and execution and management of organic campaign and content					
	Creative Director - Ryan Crotty; or if delegated:	25	\$175		\$4,375.00	
	- Art Director - Allison Wanichek		\$175		\$0.00	
	Creative content, advertising and organic integration services					
	Senior Digital Strategist - Christian Folk; or if delegated:	50	\$175		\$8,750.00	
	- Production Manager - Daniel O'Neil		\$160		\$0.00	
	- Traffic Manager/Account Coordinator - Julie Krooswyk		\$120		\$0.00	
	Contracted Talent for organic social media assets (third party service)			\$6,000.00	\$6,000.00	
	Social media - Social Media Photography and/or videography (third party service)			\$15,000.00	\$15,000.00	
	Social media - Social Media Copywriting (third party service)			\$10,000.00	\$10,000.00	



<b>Subtotal</b>			<b>75</b>		<b>\$31,000.00</b>	<b>\$48,500.00</b>	
<b>c. Group/International Sales</b>							
	Responsible Party		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
	Director of Client Services - Mary Angelo; or if delegated:		100	\$175		\$17,500.00	
	- Account Supervisor - Amy Neale Coelsch			\$175			
	- Creative Director - Ryan Crotty			\$175			
	- Production Manager - Dan O'Neil			\$160			
	- Traffic Manager - Julie Krooswyk			\$160			
	Entry fees						
	Go West, Feb 26-29, 2024, Lake Tahoe, Nevada - \$3,295 per attendee				\$6,590.00	\$6,590.00	
	IPW, May 3-7, 2024, Los Angeles, California - 6.5'x6.5' express booth (ideally SnoCo would share with another exhibitor) is \$6,300 for a non-member				\$6,300.00	\$6,300.00	
	ITB Berlin, March 5-7, 2024, Berlin, Germany - consider just visiting, not exhibiting. Ticket cost is rough estimate of \$200 per person. Tickets aren't available for purchase until December 2023.				\$400.00	\$400.00	
	Other hard costs (travel, additional attendees, booth options)				\$10,000.00	\$10,000.00	
<b>Subtotal</b>			<b>100</b>		<b>\$23,290.00</b>	<b>\$40,790.00</b>	
<b>SUBTOTAL</b>			<b>565</b>		<b>\$54,290.00</b>	<b>\$157,540.00</b>	<b>\$157,540.00</b>
<b>3. Digital Programs and Platforms</b>							
			Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
<b>a. Social Media Program</b>							
	Responsible Party		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
Account management, review, traffic	Director of Client Services - Mary Angelo; or if delegated:		50	\$175		\$8,750.00	
	- Account Supervisor - Amy Neale Coelsch			\$157		\$0.00	
Assist with content planning, management and implementation of social media and communications on all Seattle NorthCountry owned channels, and platforms and engagement with destination partners to foster participation in promotions. This includes enewsletters.	Senior Digital Strategist - Christian Folk; or if delegated:		50	\$175		\$8,750.00	
Mail Chimp subscription (check this)					\$1,620.00	\$1,620.00	
Sprout Social Scheduling Platform					\$1,788.00	\$1,788.00	
<b>Subtotal</b>			<b>50</b>		<b>\$3,408.00</b>	<b>\$20,908.00</b>	
<b>b. SeattleNorthCountry.com Website Platform</b>							
	Responsible Party		Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
Account management, review, traffic	Director of Client Services - Mary Angelo; or if delegated:		100	\$175		\$17,500.00	
	- Account Supervisor - Amy Neale Coelsch			\$157		\$0.00	
Management, of third party services, maintenance and optimization of site and microsites and platforms, including IDSS Customer Relations Management (CRM) and Craft Content Management System (CMS) platforms	Senior Digital Strategist - Christian Folk; or if delegated:		200	\$175		\$35,000.00	
	- Content & Production Manager - Amy Coelsch			\$175		\$0.00	
	- Creative Director - Gary Fulkerson			\$175		\$0.00	
	- Senior Art Director - Ryan Crotty			\$175		\$0.00	
	- Digital Media Manager - Luke Benz			\$160		\$0.00	
New platform subscription					\$12,000.00	\$12,000.00	
Tempest production, programming and development (third party service) including phase II implementation of website, incorporating new skin from Website maintenance, hosting (2400+1200)	Senior Digital Strategist - Christian Folk				\$85,000.00	\$85,000.00	
					\$3,600.00	\$3,600.00	
<b>Subtotal</b>			<b>200</b>		<b>\$100,600.00</b>	<b>\$153,100.00</b>	
<b>SUBTOTAL</b>			<b>250</b>		<b>\$104,008.00</b>	<b>\$174,008.00</b>	<b>\$174,008.00</b>

6. Public Relations	Responsible Party	Hours	Hourly Rate	Third Party Service Costs	Total Estimated Cost	Not to Exceed
Execution of County-approved DMO Public Relations Strategy, media releases, FAMs, desk-side media visits, and media invitations	Public Relations Director - Justin Yax; or if delegated:	480	\$175		\$84,000.00	
	Public Relations Account Manager - Nina Braga		\$175		\$0.00	
Media Database				\$6,000.00	\$6,000.00	
<b>SUBTOTAL</b>		<b>480</b>		<b>\$6,000.00</b>	<b>\$90,000.00</b>	<b>\$90,000.00</b>
<b>TOTAL FOR 2024</b>		<b>1,295</b>				<b>\$500,000.00</b>