



# Committee of the Whole

Nicole Gorle

**Council Initiated:**

☐ Yes

☒ No

**ECAF:** 2024-0111

**Motion:** 24-056

**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 (email)  
☐ No  
☐ N/A

**Subject:** TPA Funding – Snohomish County Sports Commission 2024

**Scope:** The contract before you would approve reimbursement to the Snohomish County Sports Commission of up to \$619,690 over the 2024 calendar year. Under the contract the Commission is responsible for advertising and publicizing events, marketing Snohomish County as a premier destination for sports across multiple levels. Schedule A provides a detailed summary of the scope of services to be provided and Schedule B outlines the compensation. Additionally, a detailed funding proposal on expenditures and events, both planned and prospective, for 2024 is included in the attachments under the ECAF.

**Duration:** January 1, 2024 – December 31, 2024

**Fiscal Impact:** ☒ Current Year ☐ Future-Year ☐ N/A

Expenditures	Current Year	2024	2025	2026	2027	Total
100.515014105204	\$619,690					
<b>Total's</b>	<b>\$619,690</b>					

Revenue	Current Year	2024	2025	2026	2027	Total
<b>Total's</b>	<b>\$0</b>					

**Authority Granted:** As drafted, the motion approves the 2024 budget for the Sports Commission. *A verbal amendment to the motion is requested to the enacting clause adding at the end “, and authorizes the Executive to execute the contract.”*

**Background:** On December 15, 2010 the Snohomish County Council approved [Ordinance 10-112](#) establishing Chapter 4.118 Snohomish County Code – Snohomish County Tourism Promotion Area (TPA), and implementing a lodging tax on lodging businesses within the establish TPA. Funds collected under this assessment must be used in accordance with [SCC 4.115.050](#), which includes for the promotion and marketing of tourism. Expenditure of these funds are approved on an annual basis. On January 17, 2024 Council approved the 2024 Tourism Promotion Area Business Plan as required [under SCC 4.118.090](#) which included funding for the annual allocation to the Snohomish County Sports Commission for tourism and marketing related purposes.

**Requested Action:** For Council to consider taking action.