



Finance, Budget and Administration

Jim Martin

Council Initiated:

☐ Yes

☒ No

ECAF: 2024-1151

Motion: 24-243

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 2024.

Scope: This motion approves the 2024 Tourism Promotion Area agreement between Snohomish County and Day Vengley & Associates Marketing and Public Relations. Scope of work includes the prominent feature of the credit "Made possible in part through the support of the TPA Fund of Snohomish County, Washington" in any publication produced as a result of this project; Launch of a Connected TV, that is a broad-scale media tactic that delivers traditional television length commercials to streaming audiences. These commercials are delivered via streaming devices such as Amazon Fire Stick, Apple TV, Roku, or Chromecast, across any number of content apps. Contract is for a note to exceed amount of \$96,000.

Duration: Execution through December 31, 2024.

Fiscal Impact: ☒ Current Year ☐ Multi-Year ☐ N/A

| Expenditures | Current Year | 2025 | 2026 | 2027 | 2028 | Total |
|------------------|--------------|------|------|------|------|----------|
| 100.515094105204 | \$96,000 | | | | | \$96,000 |
| | | | | | | 0 |
| Total's | \$96,000 | 0 | 0 | 0 | 0 | \$96,000 |

| Revenue | Current Year | 2025 | 2026 | 2027 | 2028 | Total |
|---------|--------------|------|------|------|------|-------|
| | | | | | | 0 |
| | | | | | | 0 |
| Total's | 0 | 0 | 0 | 0 | 0 | 0 |

Authority Granted: N/A.

Background: On January 17, 2024, Snohomish County Council approved the 2024 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year.

Requested Action: Correct title of motion from "Snohomish County Tourism Promotion Area Business Plan 2024" to "Motion Authorizing Executive to Execute the 2024 Tourism Promotion Area Funding Agreement with Day Vengley & Associates LLC". Move to GLS on July 3rd for consideration.