

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington

MOTION NO. 23-045

AUTHORIZING APPROVAL OF THE SNOHOMISH COUNTY  
STRATEGIC TOURISM PLAN UPDATED WITH OTAK, INC.

WHEREAS, in accordance with SCC 4.41.040, Snohomish County Hotel-Motel funds may be used to develop strategies to expand tourism within the county and to support comprehensive regional marketing for Snohomish County tourism; and

WHEREAS, every four years the Strategic Tourism Plan is revisited to outline specific objectives, tasks, and spending plan for the Snohomish County tourism industry; and

WHEREAS, on December 31, 2022, the 2018-2022 Strategic Tourism Plan, was up for renewal; and

WHEREAS, the County, through the Executive's Office, advertised Request for Proposal (RFP) 22-047TB for the purpose of selecting a strategic planning services consultant to help facilitate and write an updated Strategic Tourism Plan; and

WHEREAS, Otak, Inc. was selected by the review committee from five (5) competing firms to perform the work based on their proposal, previous comparable experience and competitive fee schedule; and

WHEREAS, funding for the updated Strategic Tourism Plan was recommended by the Lodging Tax Advisory Committee (LTAC) on April 26, 2022, at its scheduled meeting;


NOW, THEREFORE, ON MOTION, the Snohomish County Council approves 2023 Strategic Tourism Plan Update with Otak, Inc. at a contracted amount of \$114,850.00.

PASSED this 1<sup>st</sup> day of February, 2023

SNOHOMISH COUNTY COUNCIL  
Snohomish County, Washington

  
\_\_\_\_\_  
Council Chair

ATTEST:

  
\_\_\_\_\_  
Deputy Clerk of the Council