



Snohomish County Council

Committee: Finance
ECAF: 2023-0768
Proposal: Mot. 23-280

Analyst: Jim Martin
Date: July 6, 2023

Consideration:

Snohomish County Tourism Promotion Area-DVA Connected TV Project.

Background

On December 14, 2022, Snohomish County Council approved the 2023 TPA Business Plan, providing for applications to be received, evaluated, and considered for recommendation to Council throughout the year. This project will draw from the Opportunity Fund for countywide marketing efforts. Scope of work includes the launching of a Connected TV, commonly known as CTV, that is a broad-scale media tactic that delivers traditional television length commercials to streaming audiences, through devices such as Amazon Fire Stick, Apple TV, Roku, or Chromecast, across any number of content apps. Term of the agreement is through December 31, 2023, and compensation shall not exceed \$78,000.

Current Proposal

This motion approves the 2023 Tourism Promotion Area agreement for countywide promotion and marketing through Connected TV, and authorizes the Executive Directors' signature authority to sign the agreement on behalf of Snohomish County and other documents necessary to effectuate all the terms and conditions of said agreement.

Duration: Through December 31, 2023

Fiscal Implications: \$78,000

2023 Budget: Yes

Future Budget Impacts: None.

Handling: Expedite

Approved-as-to-form: Yes.

Risk Management: Yes.

Executive Recommendation: APPROVE.

Attachments: See ECAF packet.

Amendments: NONE.

Request: Move to General Legislative Session on July 12th for consideration.