



## Snohomish County Council

**Committee:** Finance  
**ECAF:** 2022-0278  
**Proposal:** Mot. 22-150

**Analyst:** Jim Martin  
**Date:** April 6, 2022

### **Consideration:**

Approve the Snohomish County Tourism Promotion Area (TPA) 2022 Snohomish Running Company Regional Marketing Campaign.

### **Background**

In January of this year, Council adopted Motion 2022-008, approving the 2022 Tourism Promotion Area Business Plan, and the funding of twenty-one projects at the recommended levels as set forth in the business plan. This additional project is to assist in the development of professional marketing strategies and planning, design and produce graphic design and video content for ad buys, and to implement the marketing plan and promote Snohomish Running Company events through channels, which include but are not limited to, Google, Facebook, Instagram, and email marketing.

The proposed contract is with the Snohomish Running Company, and is through December 31, 2022. The not to exceed amount is \$50,000, and is funded with TPA lodging funds.

### **Current Proposal**

This motion provides Council approval of the 2022 Regional Marketing Campaign with the Snohomish Running Company at a contracted amount of \$50,000.

*Duration:* Through December 31, 2022

*Fiscal Implications:* \$50,000

**2022 Budget:** Yes

**Future Budget Impacts:** None.

**Handling:** NORMAL

**Approved-as-to-form:** N/A.

**Risk Management:** Yes.

**Executive Recommendation:** APPROVE.

**Attachments:** See ECAF packet.

**Amendments:** NONE.

**Request:** Move to GLS on April 13<sup>th</sup> for consideration.