



## Snohomish County Council

**Committee:** COW  
**ECAF:** 2023-0360  
**Motion:** 23-138

**Analyst:** Nicole Gorle  
**Date:** April 10, 2023

### **Consideration:**

Motion 23-138 would approve an agreement with the 7<sup>th</sup> Inning Stretch, LLC, dba Everett AquaSox for Covid Vaccine and HealthTrek advertising.

### **Background:**

The Snohomish County Health Department, formerly the Snohomish Health District, is responsible for local public health in Snohomish County. In accordance with Chapter 70.05 RCW, part of the local health departments roll is to educate the public on things relating to local public health.

### **Current Proposal:**

*Scope:* 7<sup>th</sup> Inning Stretch will provide advertising services and support for the following two public health campaigns in the following way:

#### **COVID Vaccine Initiative**

- The County will provide the contractor with all artwork for signs, which will be printed and installed by the contractor.
- Signage will be on “Home Run Hill”, Bathroom and vaccine info signage, included in the rules of the Ballpark 2023 printouts, social media, and videoboard.
- Eight hand sanitizer stations will be placed throughout Funko Field.
- Radio announcement will also be broadcast, two thirty second segments, with pre-recorded County content.

#### **HealthTrek<sup>1</sup>**

- The County will provide the contractor with signage to be printed and installed throughout the concourse.
- Provide space at five (5) games for the County to have a marketing table for HealthTrek.
- Play County provided videos during all 12 Sunday home games (one pre-game and one in between innings).

*Duration:* April 7, 2023 through September 30, 2023

*Fiscal Impact:* \$30,000

**2023 Budget:** Yes

**Future Budget Impact:** No

**Handling:** Urgent – April 7, 2023

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<sup>1</sup> <https://www.snohd.org/732/Health-Trek>

*Note: The AquaSox season started April 7<sup>th</sup>, the week of April 10<sup>th</sup> they have away games, resuming home games the week of April 17<sup>th</sup>.*

*This ECAF was received on Thursday, April 6<sup>th</sup> after 3 p.m.*

**Approved-as-to-form:** Yes

**Risk Management:** Yes

**Executive Recommendation:** Approve

**Attachment:** None

**Amendments:** None

**Request:** For Council to consider taking action.