

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 23-509

2023 LOCAL HOTEL/MOTEL SEASONAL MARKETING CAMPAIGN

WHEREAS, SCC 4.40.050 created a fund known as the "Local Hotel/Motel Fund"; and

WHEREAS, SCC 4.40.050 establishes that funds collected under the section may be used to assist in defraying costs associated with projects designed to attract visitors to the County or encourage expansion of tourism; and

WHEREAS, the Snohomish County Lodging Tax Advisory Committee, on October 6, 2022, evaluated the applications for eligibility and recommended funding levels for the projects, consistent with provisions of RCW 67.28; and

WHEREAS, on December 14, 2022, Snohomish County Council approved the 2023 Local Hotel/Motel Fund Grants Expenditure Plan, and the funding of thirty-four projects at the recommended levels, and authorized Executive Directors' signature authority to sign the agreements on behalf of Snohomish County and any other documents necessary to effectuate all the terms and conditions of said agreements; and further authorized the Executive to approve and execute additional 2023 Hotel Motel contracts under \$25,000;

NOW, THEREFORE, ON MOTION, the Snohomish County Council approves 2023 Seasonal Marketing Campaign with Day Vengley & Associates Marketing and Public Relations at a contracted amount of \$29,937.50.


PASSED this 29th day of November, 2023

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Deputy Clerk of the Council