



Snohomish County Council

Committee: Finance
ECAF: 22-1266
Proposal: Mot. 22-532

Analyst: Heidi Beazizo
Date: December 7, 2022

Consideration

The Executive's Office requests Council consider approving proposed Motions 22-532 which would approve the 2023 Snohomish County Tourism Promotion Area Business Plan.

Background

Snohomish County Code [4.118.010](#) establishes the Tourism Promotion Area (TPA) pursuant to [RCW 35.101.080](#). The TPA includes the areas within the city limits of the City of Arlington, the Snohomish County portion of the City of Bothell, the City of Everett, the City of Edmonds, the City of Lynnwood, the City of Marysville, the City of Monroe, the City of Mountlake Terrace, and the City of Mukilteo as well as the unincorporated area of Snohomish County.

Snohomish County Code [4.118.080](#) establishes the Tourism Promotion Area Advisory Board to serve in an advisory capacity regarding the uses of lodging charges collected and recommends an annual business plan; The 2022 TPA Business Plan was approved on January 19, 2022.

Revenue from lodging charges collected can only be used for:

- a) General promotion of tourism within Snohomish County as specified in the annual tourism promotion area business plan,
- b) Marketing of convention and trade shows that benefit local tourism and lodging businesses in the county,
- c) Marketing of Snohomish County to the travel industry in order to benefit local tourism and the lodging businesses in the county, or
- d) The marketing of Snohomish County to recruit sporting events in order to benefit local tourism and the lodging businesses in the County.

Current Proposal

Scope: Motion 22-532 requests:

- 1) Council approval of the 2023 Tourism Promotion Area Business Plan and the recommended levels of funding,
- 2) Signature authority for the Executive Director to sign the agreements on behalf of Snohomish County (a product of funding assistance applications) and any other documents necessary to effectuate all the terms and conditions of said agreements, and
- 3) Authority for the Executive to approve and execute any additional 2023 Tourism Promotion Area contracts under \$25,000.

Duration: 2023

Fiscal Implications: \$2,220,053 (TPA Assessments and Interest & Misc. Revenue)

Funding Category	Amount
Snohomish County Administrative Costs	\$128,306
Snohomish County Sport Destination Marketing Organization	\$707,260
TPA Grant Projects (2022 and 2023) See page 4	\$1,000,000
Opportunity Fund	\$383,447
Fund Balance	\$4,349,397

2023 Budget: YES

Future Budget Impacts: Yes (Multi-year fund)

Handling: Urgent

Approved-as-to-form: FYI Provided

Risk Management: FYI Provided

Executive Recommendation: Approve

Request: Move to GLS on December 14th for Council to consider taking action.