



Planning and Community Development

Debbi Mock

Council Initiated:

Yes

No

ECAF: 2026-0473

Motion: 26-099

Type:

- Contract
- Board Appt.
- Code Amendment
- Budget Action
- Other

Requested Handling:

- Normal
- Expedite
- Urgent

Fund Source:

- General Fund
- Other
- N/A

Executive Rec:

- Approve
- Do Not Approve
- N/A

Approved as to

Form:

- Yes
- No
- N/A

Subject: Professional services agreement with Double Z Media LLC for media buying services at Snohomish County Evergreen State Fair Park

Scope: The scope of services includes market research relevant to the event line up, developing and implementing approved media plans including rate negotiation, placement, in-kind trade and pricing. Double Z Media LLC will coordinate with County and third-party media for on-site promotions, sponsorships or appearances at the Fair Park as necessary. A final report will be provided that tracks the media plans including proof of performance for advertising procured, analysis using the media plans performance metrics, reporting on in-kind trades, and recommendations for the following year's media plans.

Duration: Upon execution to five (5) years from the effective date.

Fiscal Impact: Current Year Multi-Year N/A

Expenditures	Current Year	2027	2028	2029	2030	Total
002.5095414148	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$1,000,000
Total's	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$1,000,000

Revenue	Current Year	2027	2028	2029	2030	Total
Total's	0	0	0	0	0	0

Authority Granted: Approve and authorize the County Executive to execute the agreement with Double Z Media LLC.

Background: A Request for Proposal (RFP #25-0574JM) was issued for professional, qualified media buying services for events at the Evergreen State Fair Park. Double Z Media LLC was selected through the evaluation process.

Utilizing a qualified firm to assist in choosing the most effective channels, negotiating pricing, and gaining earned media opportunities allows the County to optimize its marketing spend. The 2026 Fair Park Media Budget & Placement Plan includes:

Digital	\$105,400
TV	\$25,900
Radio	\$18,800
Billboard/Transit	\$15,000
Contractor's Fees	<u>\$35,000</u> (17% of gross media budget)
Total	\$200,000

The total for the term of the agreement is \$1,000,000 and is contingent on upon Council appropriation of funding for future years.

Requested Action: For Council to move to GLS on March 11, 2026, for consideration.