

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 23-529

AUTHORIZING APPROVAL OF AMENDMENT NO. 9 TO THE PROFESSIONAL SERVICES AGREEMENT WITH DAY VENGLEY & ASSOCIATES, D.B.A. DVA ADVERTISING & PUBLIC RELATIONS, FOR DESTINATION MARKETING & MANAGEMENT ORGANIZATIONAL (DMO) SERVICES

WHEREAS, on May 9, 2017, the County Council was presented with the 2018-2022 Strategic Tourism Plan (STP) which included specific objectives, tasks and spending plan that would continue to foster Snohomish County's economic development through tourism and visitor services; and

WHEREAS, the County, through its Department of Parks, Recreation and Tourism, advertised Request for Proposal (RFP) 30-19JR for the purpose of selecting a destination marketing and management organization (DMO) services consultant to establish new regional DMO services; and

WHEREAS, Day Vengley & Associates, d.b.a. DVA Advertising & Public Relations ("DVA"), was selected by the review committee from six (6) competing firms to perform the work based on their proposal, previous comparable experience and competitive fee schedule; and

WHEREAS, funding for the development and implementation of new regional DMO services was recommended by the Lodging Tax Advisory Committee (LTAC) on September 11, 2019 at its scheduled meeting, and is included in the County's adopted 2020 budget; and

WHEREAS, pursuant to his authority under Snohomish County Code (SCC) Chapter 3.04.140(2), the County Executive on October 30, 2019 executed an agreement with DVA for a first phase of the DMO services work for \$24,480, expiration date December 31, 2019; and that agreement was subsequently extended to an expiration date of January 31, 2020, shifting work and billables totaling \$1,800.00 to that month, but adding no new expenditures; and

WHEREAS, on January 23, 2020 the Snohomish County Council approved Amendment No.2 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$336,673, by Motion 20-031 and authorized the County Executive to execute the Amendment; and that agreement was subsequently time-extended on April 24, 2020, June 23; and

WHEREAS, on August 12, 2020 the Snohomish County Council approved Amendment No.3 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$455,637, by Motion 20-282 and authorized the County Executive to execute the Amendment; and

WHEREAS, on February 3, 2021 the Snohomish County Council approved Amendment No. 4 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$623,217, by Motion 21-004 and authorizes the County Executive to execute the Amendment; and

WHEREAS, on April 28, 2021, the Snohomish County Council approved 2021 Amendment No. 5 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$795,121, by Motion 21-154 and authorizes the County Executive to execute the Amendment; and

WHEREAS, on June 30, 2021, the Snohomish County Council approved 2021 Amendment No.6 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$1,075,111 and authorizes the County Executive to execute the Amendment; and that agreement was subsequently time-extended on December 2, 2021, to an expiration date of January 31, 2022; and

WHEREAS, on January 26, 2022, the Snohomish County Council approved 2022 Amendment No. 7 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$730,000 by Motion 22-007 and authorizes the County Executive to execute the amendment; and

WHEREAS, on December 14, 2022, the Snohomish County Council approved 2023 Amendment No.8 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$450,000 by Motion 22-517 and authorizes the County Executive to execute the amendment;

NOW, THERFORE, ON MOTION, the Snohomish County Council approves 2024 Amendment No.9 to the Agreement for Professional Services with DVA Advertising & Public Relations at a contracted amount of \$500,000 and authorizes the County Executive to execute the Amendment.


PASSED this 13th day of December, 2023

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Deputy Clerk of the Council